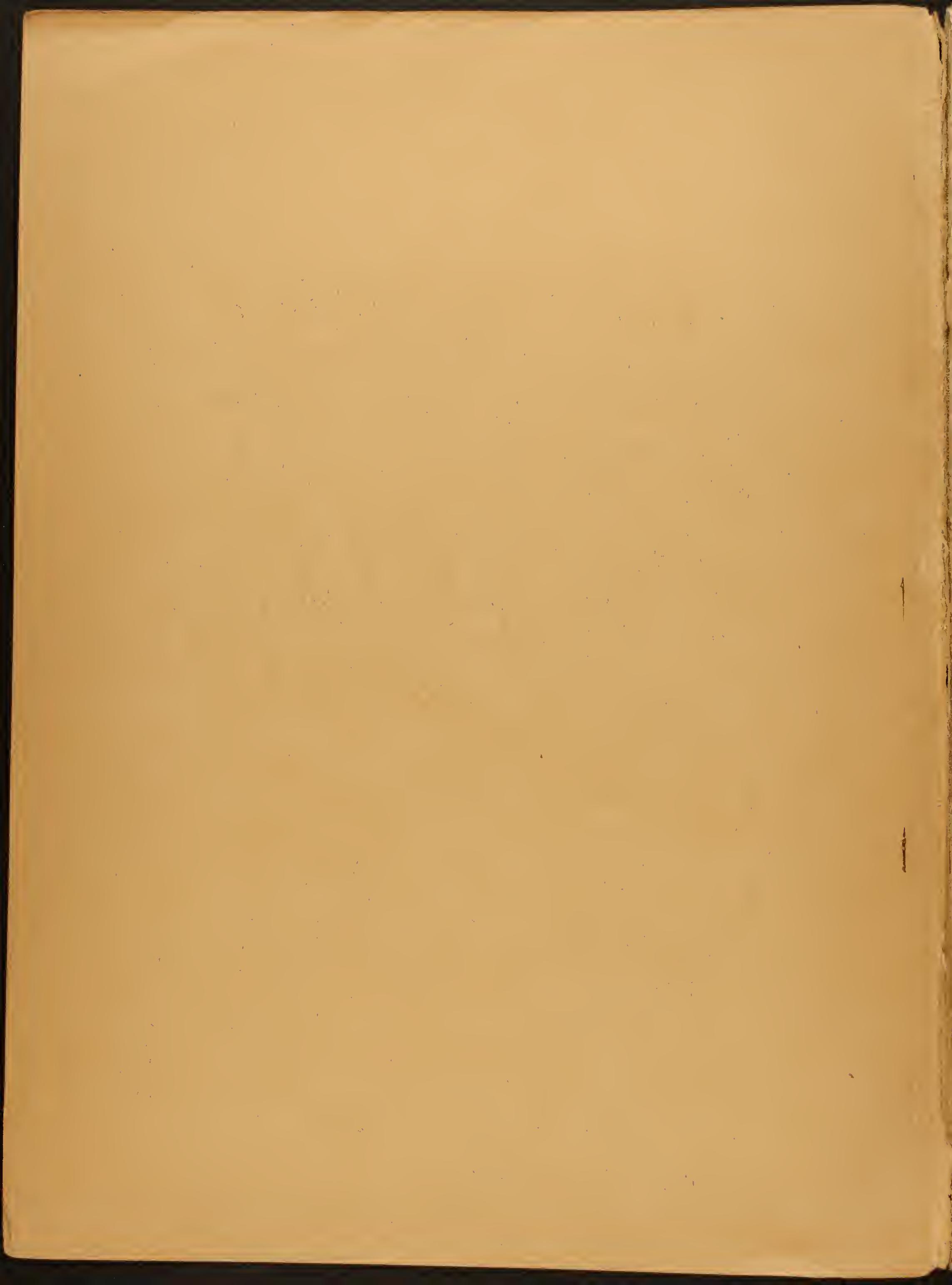
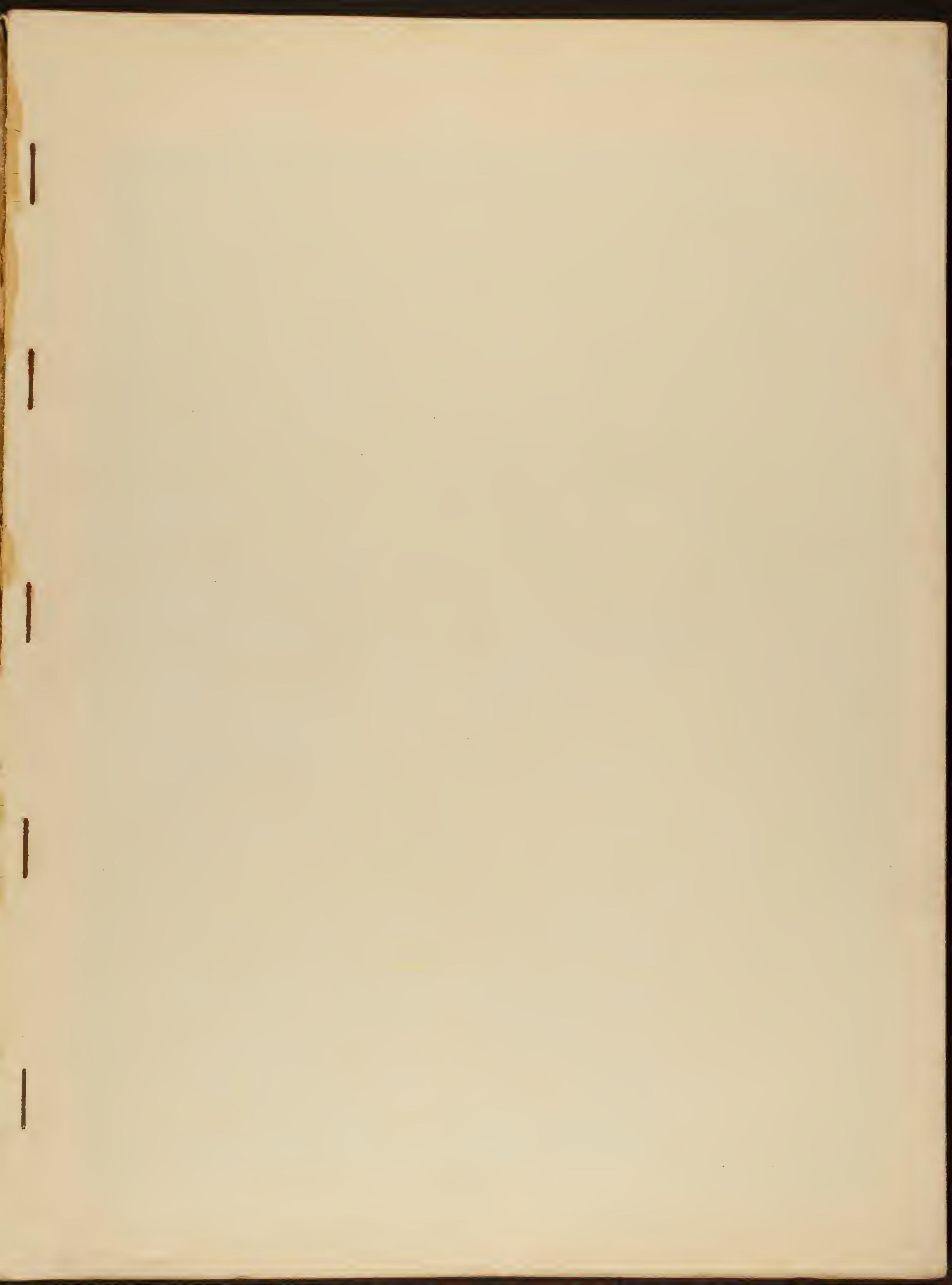


SAN DIEGO EXPOSITION EDITION







Courtesy of  
HOWARD & SMITH  
Los Angeles

### The Rose of Ramona

Semi - Tropic

# C A L I F O R N I A

## THE GARDEN OF THE WORLD

Including a Concise History of

## Panama and the Panama Canal

With Map

## AND THE MISSIONS OF CALIFORNIA

Together With Verses in Accord With the Topic

By F. Weber Benton

1914

Benton & Company

Los Angeles, Cal.

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## IN JUSTIFICATION

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As the warrior gives his life, his heart, his earthly all to his cause so too does the creator of fiction or the chronicler of history sink into oblivion his own ego in his efforts to achieve the height of his ambition in the attainment of the goal of his endeavor, and only to him whose whole heart is given to the object of his labors can any measure of success result. It is this condition that justifies the writer to believe that the story—the romantic story in fact—here presented will not prove a fruitless effort.

With just a word of tribute to all the world as a welcome abiding place of man it cannot be denied that there are lands more favored than others and feeling qualified thru knowledge acquired by travel and otherwise the writer hopes to substantiate the claims to superiority, in every feature, of the peerless land of Southern California, adding yet further to the undisputed testimony of other authorities and statisticians.

It is at last conceded that here on the eastern shores of the Pacific Ocean is today the garden spot of the world. It is to this oasis that the eyes of the world's wayfarers are wandering and here in the land of the Golden West, the hearthstone of health, wealth, prosperity and the multitudinous joys of life a mighty tide of immigration long ago set in, and as the fame of the land spread to the lands remote the concourse of souls journeying to this Mecca of man has gained steadily in volume until the once untrodden wastes of this western world are now densely peopled, and mighty cities rear their aerial crests above the glittering sands of an ancient desert that has now become the abode of art and the seat of civilization.

It is the plain, unvarnisht story of this wonderland that inspires the writer's pen, and when it ends the half has not been told.

THE AUTHOR.

SEMI-TROPIC CALIFORNIA

8



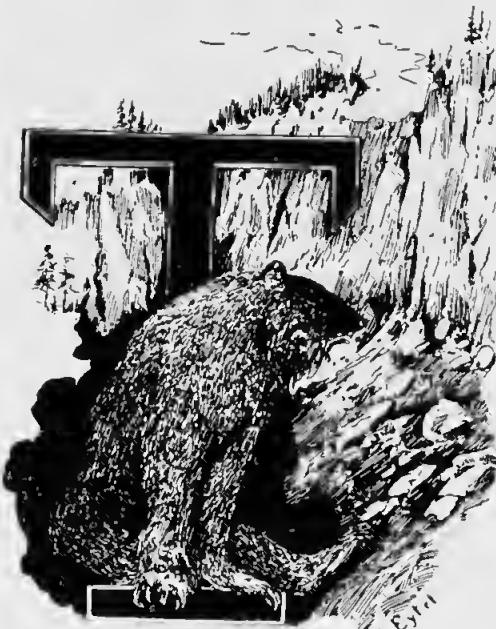
Bay of Avalon, Santa Catalina Island



# the CALL of the WEST

## The Pacific Coast Wonderland

### THE CITRUS BELT



THE allurements of the west, and especially the Pacific Coast country, are many in number and varied in character. There is a newness and novelty about it which is attractive to the dwellers of the eastern states. Here they will find a peerless climate and scenery beyond compare—both mountain and marine. Here conditions for health and longevity are not equalled elsewhere on earth. And, besides all this, and the pleasures to be indulged in, it is the land of lands for all who wish to prosper in business of any nature, while as a home place it is ideal, and both cottage and castle may enjoy the genial climate, the gorgeous sunsets, and matchless moonlight nights; the song of birds, and a multiplicity of fruits, flowers and semi-tropic vegetation.

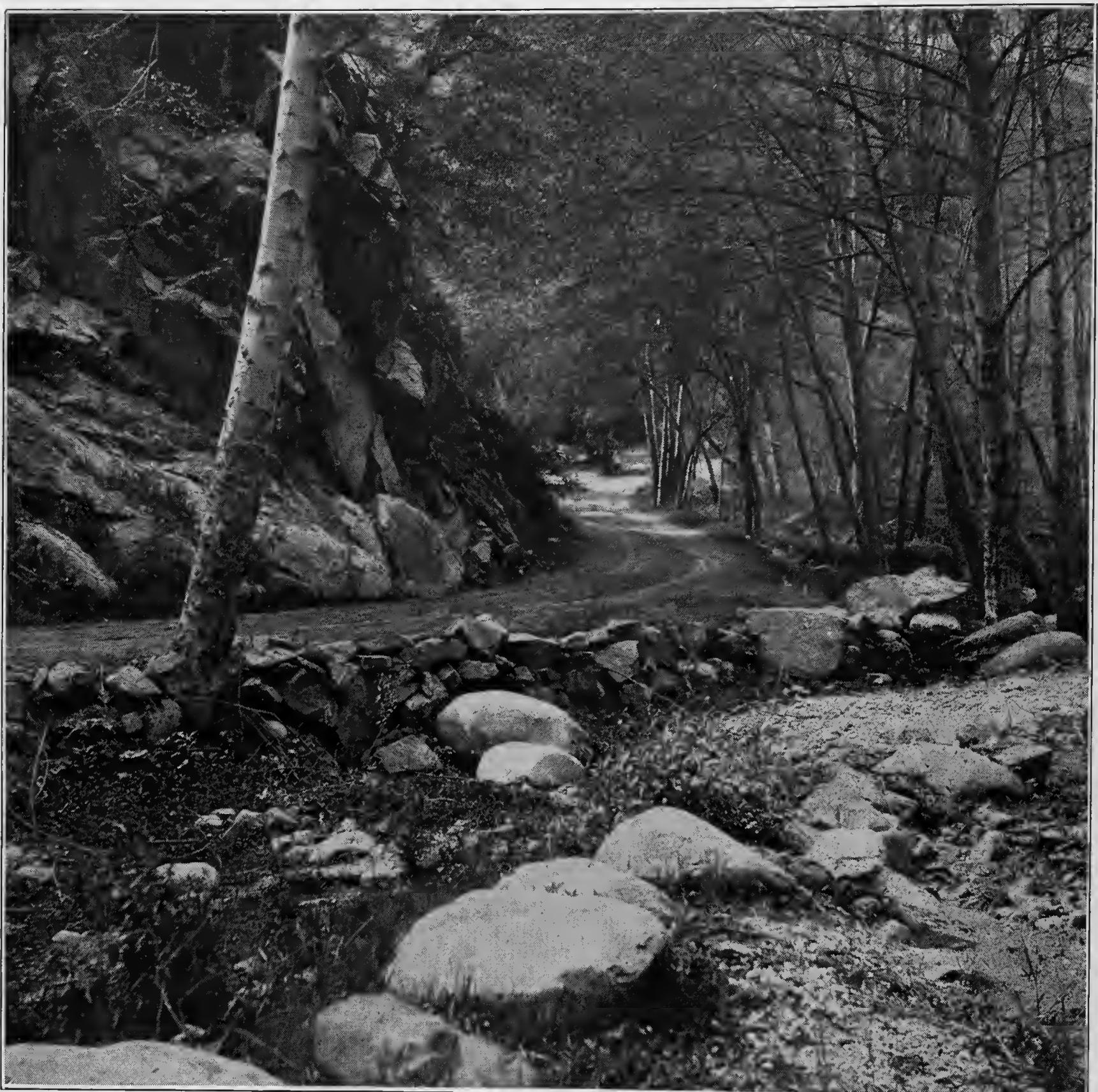
In the present instance it is the intention of the writer to confine himself to a brief description of Southern California, the most favored section of America, offering information that will doubtless be instructive, and of interest to all who seek this land, either for a visit or a home.

Not only is this a land peculiarly conducive to health and pleasure and all the delights of an earthly paradise, but the agricultural and commercial conditions are such that any one may prosper here as elsewhere while enjoying the multitudinous gifts of nature in a most salubrious and equable climate, scenic charms and healthful atmosphere, so that no one need say they must dwell amid ice and snow or the torrid temperature of other lands because of business conditions and opportunities. Here one may enjoy life as nowhere else, and prosper in all occupations.

Southern California is famed as the garden of the world and Nature's sanitarium. Moreover it is renowned for its mineral and vegetal wealth, salubrious climate and unrivaled scenery.

The general surface of the land is diversified by mountains, valleys, plains and mesas, watered by streams and lakes that have their source in the mountains from never failing springs reinforced by the almost ever-melting snows of the higher mountain peaks.

Southern California, fittingly termed Semi-Tropic California, the "True Citrus Belt," comprises the eleven counties of Santa Barbara, Inyo, Ventura, Los Angeles, Orange, San Bernardino, Riverside, Imperial, San Luis Obispo, Kern and San Diego. Within the territory embraced by these counties will be found the most delightful and equable of climates, charming scenery, fertile soil and countless resources and advantages. Originally a portion of Mexico, it was to a considerable extent inhabited by Mexicans and aboriginal Indians, but few of either now remain in comparison with the whites, for the charms and advantages of this favored section have induced a large immigration of eastern people during the past quarter of a century until the population of this class is great and increasing. Much of wealth has come with this growth in population which has been liberally expended in developing the resources of the country and also in extending the manufacturing and commercial interests of this section. Considering the fact that but a comparatively few years ago, this was the home almost exclusively of Mexicans and Indians, the social conditions of Southern California will compare favorably with any locality on this continent, while the educational advantages, a specialty with the people of the state, are undoubtedly much superior to many of the older states. In point of health it is justly famed as being unequalled and is often appropriately termed "nature's sanitarium."



A Shady Canyon Road



THE lily is fair as it blossoms there,  
Near the porch of the cottage home,  
And its perfume rare fills the evening air  
When the dew bathes its fertile loam.

The violets blue are blooming for you,  
In clusters their blossoms rear;  
Ah, their hearts are true and their fra-  
gance, too,  
Are charms of the passing year.

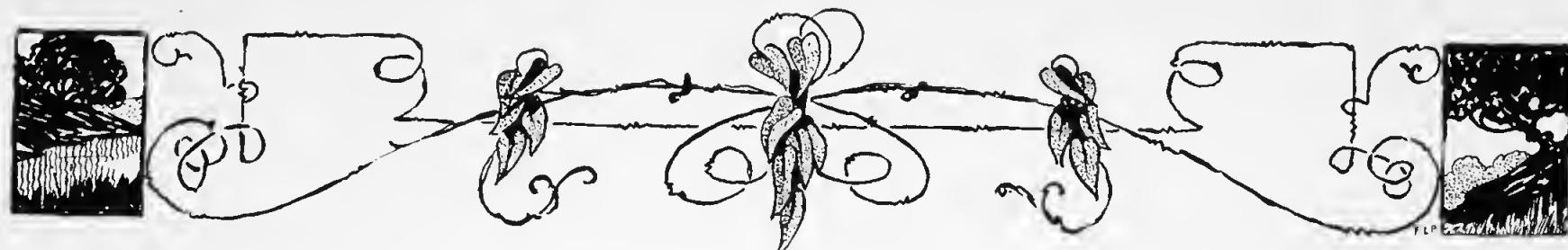
The carnations bright thine eyes shall de-  
light  
As their slender forms beckon and  
sway;  
All pleasing the sight of their garments of  
white,  
And colors both sombre and gay.

The poppies of gold their petals unfold  
For the kiss of the southland sun;  
Their legends of old are joyously told  
As they sleep when the day is done.

The lily is fair and the violets rare,  
They are nodding each day to thee;  
The carnations there in the balmy air  
Bring a breath of the south to me.

The poppy's gold hue and the violets' blue  
Enchant as the gentle wind blows,  
But homage all true shall be given to you—  
Fair Ramona, thou queen of the rose.

Oh, red is the rose of Ramona,  
More red than the sunset's glare,  
Or the grape of the goddess Pomona,  
That rivals our Flora fair.



# SCENERY



ONE of the chief charms of Semi-Tropic California is the grandeur and beauty of her scenery, both landscape and marine. Mountain scenery is always grand, but here we find the grandest of the grand. To the north and east the Sierra Madre embracing the San Gabriel, San Fernando, Cucamonga and San Bernardino ranges, rear their crests high above the valleys, plains and mesas of this garden country. From afar they stand out in bold relief against the azure of a cloudless sky, supreme in their gigantic proportions and awe-inspiring in the silence and solitude of their vigils. In the contemplation of these mighty upheavals of nature in prehistoric ages the mind can scarcely fail to depart for a time from earthly thoughts and ponder on the might and power of the Master hand that left to mankind these monuments as tokens of His supremacy.

Varied are they in form and size and character. Here is a lofty peak, upon which the snow reflects the sun's rays, the white hood growing gray at its lower extremity, then brown, dotted here and there with spots of white, and finally fading away in the green of the forests below the timber line; great canyons yawn upon its side; rivulets dash madly downward thru many a vale and fissure, leaping boulder and precipice, forming cataracts and waterfalls, and then, as the mountain broadens at the base and slopes more gently to the level plain, becomes less turbulent, widens on the low land and flows more meekly onward until its crystal waters meet and mingle with the ocean's brine. Wild and rugged spots are everywhere; huge rocks assume wierd and grotesque shapes as tho roughly carved by unskilled hands to represent some form or figure.

There are a number of very lofty mountains in the Sierra Madre of Southern California, notable of which are Mt. San Bernardino ("Grayback"), Mt. San Antonio ("Old Baldy"), San Jacinto and Cucamonga. The first



Lake at Santa Anita, Los Angeles County

named, almost perpetually covered with snow, rises to a height of 11,600 feet above the sea level, with the others but little lower.

In the winter and spring the valleys, lowlands and foothills are clothed in native grasses and wild flowers of all colors that offer to the artist pleasing designs and hues for his brush; but equal in its charm with all else is the grand old ocean, its mighty expanse of blue water stretching outward to the west and melting away into the cloudless sky. As its name implies, the Pacific Ocean is peaceful and quiet, its storms are few and a journey on one of the great



PICTURESQUE CAVES OF LA JOLLA, NEAR SAN DIEGO.

ocean steamers plying between San Francisco and San Diego is one of the most enjoyable trips of the California tourist.

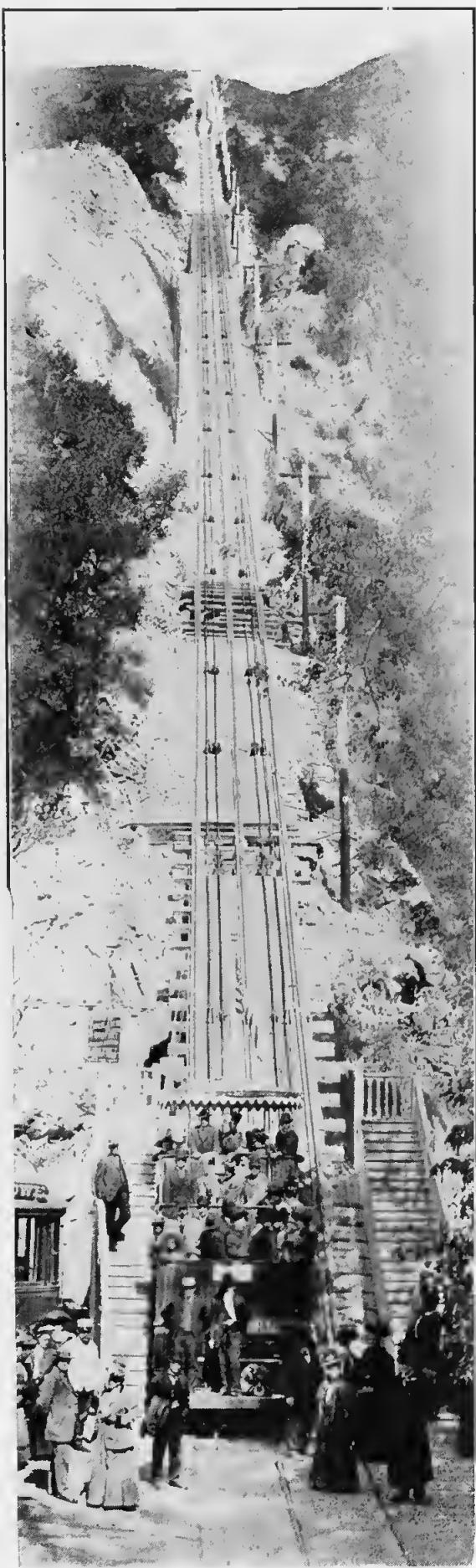
One of the most picturesque spots of Southern California lies in and on the Cacitas Mountains, between Ventura and Santa Barbara. The roadway between these points is thru canyons and valleys and over many a foaming mountain stream. The way is winding and steep, and for miles the traveler must ascend before the highest point is reached, and then indeed a beautiful sight is presented to the view. High mountains seem to lie far below, and still lower valleys and far-reaching plains. Going westward the traveler, after descending from the summit a mile or more, comes sharply around a projecting rock, and lo! the ocean in all its grandeur and beauty breaks upon the vision, while nearer are the lower mountain spurs, with all their scars and seams, and yet beyond upon the level land between the foot-hills and the sea a dozen villages are nestled in among green orchards. Small pleasure and fishing boats are on the waters of the harbor; further out at sea an ocean steamer full rigged and all sails set is plowing the waters, and over the horizon peeps the masts and canvas of a sailing vessel from some foreign port.



Park Scene, Los Angeles

The lure of the sea and Sierra is greatest on the Pacific coast in the summer. At this time the rugged mountains are most picturesque, the foothills green in their luxuriant foliage and their summits crowned with snow almost perpetually. Here the nimrod finds in the swift water of the streamlets an abundance of "speckled beauties" and in the forests and canyons the gunner may satisfy his desires for game. Mountain climbing and camping too are among the pleasurable pastimes of the summertime, and those who ascend to the mountain crests are rewarded by a charming vista of mesa, meadow and sea, and the islands not far beyond the seaside cities of the strand.

It is often a matter of dispute as to which is the greatest of Southern California's blessings, its scenic charms or comforts of climate.



Incline Railway, Mt. Lowe

miles on the coast, are the wonderful caves of La Jolla, in which the tides of ocean ebb and flow.

Within sight of Los Angeles are Mounts Wilson and Lowe, which constantly attract many visitors daily thru the year, especially the latter on account of its astronomical observatory, and scenic incline railroad reaching almost to the summit, where is located a pretentious hostelry.

Not less picturesque than nature's gifts are the countless groves of fruit that abound everywhere, particularly the orange with their golden globes dangling amid the dense, deep green of the foliage and side by side with the fragrant blossoms of snowy white.

For centuries poets have penned peans of praise of the scenic charms of the Italian sunsets; the blue Alsatian mountains; the jungles of darkest Africa; the blistering sands of the Sahara Desert, the Pyramids of Egypt; the snow crowned peaks of the Alps and the Andes, the Tiber, the Nile and the Amazon, yet here, in this new found land are scenes as picturesque as any in the known world, all embraced in a comparatively small compass as compared with those of the older world.

Here, on the Pacific Coast, the gorgeous sunsets are incomparable and the artist's skill is inadequate to reproduce them, the azure atmosphere that semi-veils the majestic sierras of Semi-tropical California is as mystical as a dream, and the haze of the blue Alsatian mountains is somber in comparison with the translucent atmosphere of these mighty mounts.

At the very threshold of civilization, "a stone's throw," as it were, from the gates of the populous cities of the Southland is the yet untried desert greater than the desert of Sahara that presents its wierd and wonderful visitas of unending trackless waste, its burning sands, its awful silence, its bewildering mirage and its oases.

Not less grand than the mountains is the scenic splendor of the ocean, its very immensity gives it beauty, its ever changing moods afford a charm, and when the southern moon sheds its beams upon its heaving bosom the silver sheen reflects the glory of the stars.

While there are no great rivers in Southern California, one need only visit a sister state to behold one of the most wonderful waterways of the world. Through the Sierras of Arizona the turbulent waters of the Colorado River race furiously from its source in the Utah mountains to the Gulf of California, cutting for itself thru the granite of the mountains, a pathway miles below, forming in the world famed Grand Canyon of the Colorado what is without doubt the greatest natural wonder of the universe.

Within three hours' journey from Los Angeles is the famous Island pleasure resort of Catalina; equi-distant from San Diego are the remarkably picturesque, rugged Coronado Islands in Mexican waters, and but a few miles below that beautiful metropolis is the quaint Mexican village of Tia Juana. North, a few



At Avalon

# San Dimas Canyon

F. Weber Benton.

Down from the heights of the sierras a silvery streamlet flows,  
Where, on the slender yucca's topmost height a creamy blossom  
grows,

Along its gently sloping banks the sycamores & willows  
grow,

Their graceful forms <sup>now</sup> cast a grateful shade through the  
balmy year.

And the gentle winds are sighing, wafting sweetest  
perfume too,  
While the boughs are swaying ever as the sunlight filters  
thru.

There, "Old Baldy" high above, looks on <sup>now</sup> as a sentinel stands,  
Its peak, snow crowned <sup>now</sup> ever sun-kissed upon these scenic lands.  
And here the wild flowers blossom while the birds sing all the day,  
And the ferns grow tall in deepest green along the rocky way,  
Sunshine & shadows alternating vie with each other here,  
Over Nature's choicest charms each day throughout the golden year.

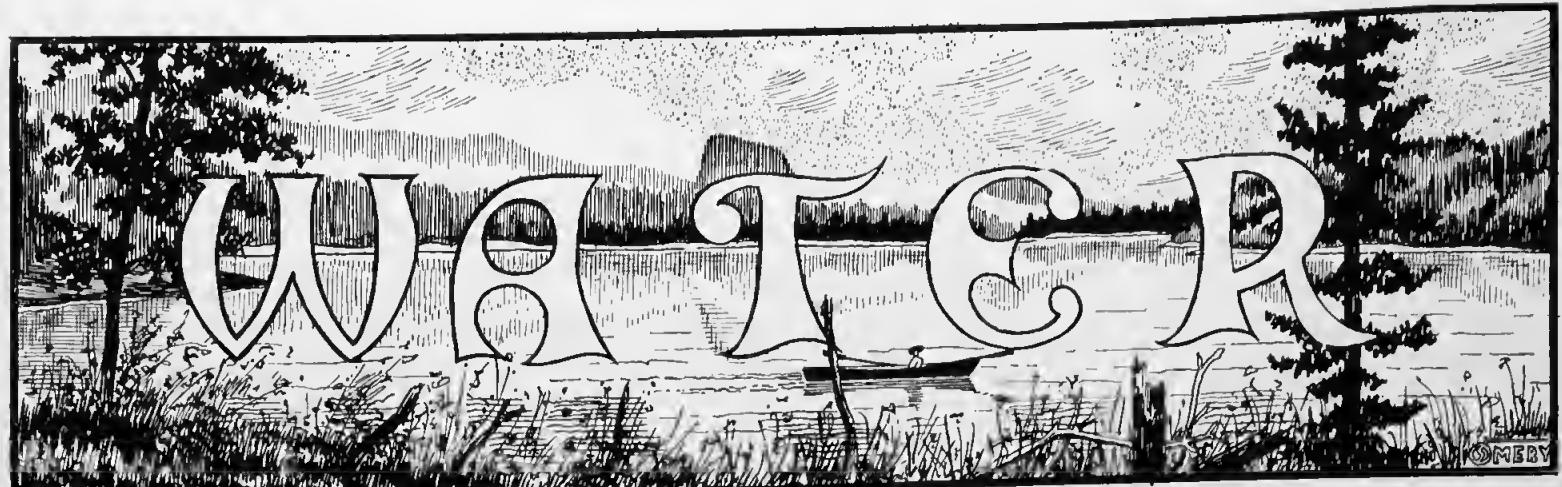
Ah! if the singing brook could speak what tales of love & bliss could tell,  
For lovers oft have flighted troths within the quiet of the dell.  
And the gladness of the moments by the crystal stream,  
On after years returneth as a pleasant summer's dream.  
And the mountains & the pine trees, the green & mossy land—  
The red & yellow leaves of autumn make a picture ever grand.  
I love thee fair San Dimas, not alone for thy sweet grace —  
I love thee most for mem'ries dear in thy calm & restful place!

SAN DIMAS CANYON

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San Dimas Canyon



HE subject of water in Southern California, both for domestic and irrigation purposes at one time was a most vexing one. Before the tide of immigration set into this wonderland, the whole country from the Rio Grande to the Pacific Ocean was practically one vast desert where naught of vegetation could be seen but cacti, grease wood, sage brush and occasional mesquite. At that time it was little dreamed by man, that this arid country, otherwise blessed with the choicest gifts of nature, would ever "blossom as the rose" and produce, from its soils, all of the good things of a vegetal nature of the earth. There was no man, there seems, sufficiently wise to conceive of the possibilities of supplying the lacking need of water which was rightly called King in this barren country, but little by little the fertile brain of man in conjunction with brawn and inventive genius and other auxiliaries diverted the courses of the streams of snow water that were constantly flowing downward from the summits of the majestic sierras of this picturesque and otherwise bountiful land. Water there was in abundance, but which flowed onward unrestrained to the Gulf of California or disappeared in the sandy soil bordering the water courses.

One by one these streams from the tiny brooklets to the mighty and turbulent

Colorado River—which latter by its tremendous forces cleaved its way thru the solid rock of the mountains in its pathway, creating in the Grand Canyon of the Colorado one of the greatest and grandest scenic wonders of the world—were dammed and the waters thereof conserved in capacious reservoirs, and then transferred to the parched earth and furnish'd the only lacking ingredient essential to make of the soil the most productive of any upon the face of the globe, and little by little this exploitation of the water needs of the country were augmented until now at the completion of the great Los Angeles Aqueduct the water supply of Southern California, the Great Imperial Valley and what was once known as the Arizona Desert, enjoys a supply of pure fresh water adequate to all the needs of the hundreds of thousands of people who have made this garden land their permanent homes.



Irrigation Canal

### IMPERIAL VALLEY

The acquisition of an abundance of water for the Imperial Valley, a country as productive as the Valley of the Nile has caused that one-time barren waste of land to teem with vegetation of all kinds and to become one of the

richest countries in this respect in America. In this land, there is now being raised most successfully the finest grade of cotton. Here is produced several varieties of the date of commerce, including the deglet noir, all kinds of fruits, melons, berries, and garden truck. Alfalfa is also a profitable product, while cattle, poultry and dairying are profitable.

The products of this section on account of the climate are several weeks earlier than elsewhere, even in other portions of Southern California, and in consequence, obtain the highest market prices. The climate of Imperial Valley is more tropical than elsewhere on the continent, but is healthful always and comfortable the greater portion of the year. Only for a short time in mid-summer is the temperature uncomfortably high, but to those who are prospering there, it becomes in time but little noticed and only observed to any extent by the stranger.



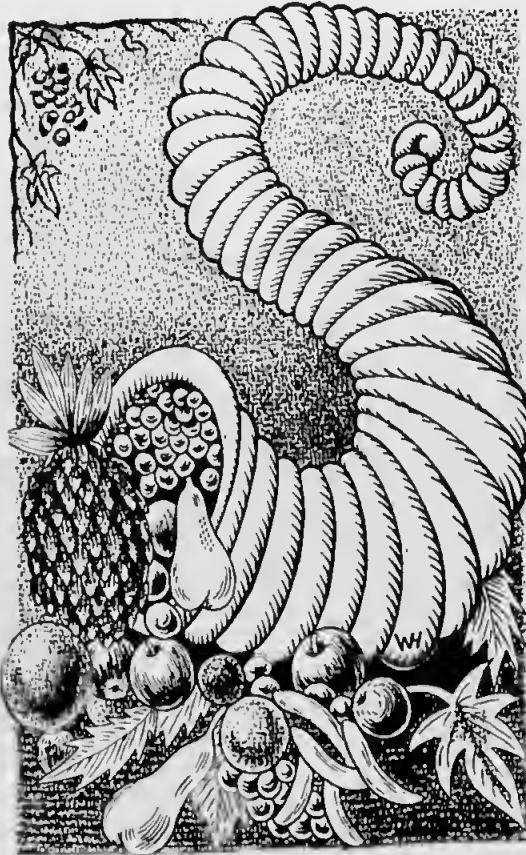
#### THE LOS ANGELES AQUEDUCT.

The building of the aqueduct which supplies Los Angeles and contiguous territory with an adequate quantity of water is without doubt one of the most colossal municipal projects in all the world, the cost running far into the millions. In fact, bonds were issued and sold to ready takers in the east for twenty-three million dollars. This great aqueduct will furnish two hundred and fifty-eight million gallons of water every twenty-four hours into capacious reservoirs situated at an altitude of about one thousand feet above the city of Los Angeles. The water supply thus obtained will suffice for the needs of a population of several million inhabitants, sufficient, in fact, for a city of two million population, in addition to a vast population along the line of this gigantic waterway, having its source two hundred and fifty miles distant, fed by the Owens river and by streams and springs of pure mountain water. Coming from the height such as it does, naturally it is conducted the entire length by gravity, obviating the necessity of any expense whatever for pumping plants.

Of the two hundred and fifty miles this aqueduct comprises ninety-eight miles of covered concrete conduit, forty miles in addition uncovered, twenty-one miles of open canal, twelve miles of inverted siphons, and forty-three miles of terminals, ten to thirteen feet in diameter. Located along the line are four immense reservoirs having a capacity for a three months' supply. Not only is the water designed for irrigation and domestic purposes, but it will be utilized for power, there being 120,000 H. P. peak load of electrical energy, the revenue from which will be sufficient to care for the bonds and the interest on the entire aqueduct and electric plant.

As water in California is King, it will be realized how important it is that this otherwise semi-arid country shall enjoy an abundance of this precious fluid, and its assets in conjunction with the benefits to be derived by this city and all of Southern California are almost beyond comprehension. There are many other advantages that are instrumental in the upbuilding, phenomenally rapid, of the already great metropolis of Los Angeles, and it is not a wild dream to foresee in this city the largest, most beautiful and important city on the Pacific Coast, not many years hence, if indeed such is not the case today.

# FRUITS AND OTHER PRODUCTS



OIL AND CLIMATE combined justifies the assertion that nowhere perhaps in the world is there a country better adapted to the successful cultivation of so large a variety of fruits and other products of the soil of both temperate and tropical climes than that of Southern California. The climate varies here according to altitude and local conditions, and the character of the products differ in consequence according to the climatic influences, as also to the nature of the soil, all of which, however, in this favored section is peculiarly fertile and yield a rapid and profitable return to the husbandman. Oranges, lemons, limes and citrons, the citrus fruits thrive here and are cultivated extensively throughout this portion of the state, although some localities have been found to be more propitious to other products and are utilized accordingly. For instance, the soil and climate of Ventura county is highly favorable to beans, and therefore the bean is the chief crop of that country, which is known as the home of the Lima bean especially. The deciduous fruits, such as apples, peaches, pears, plums, prunes, cherries, nectarines, apricots, as well as olives, figs, pineapples, English walnuts, almonds, all vegetables, melons, small fruits, berries wine, table and raisin grapes, are all largely and profitably cultivated. The cereals—corn, barley, beans, wheat, rye oats, hemp, castor beans and flaxseed are all raised extensively and yield rich returns. Strawberries are in market almost the entire year, and the cultivation is highly remunerative. Guavas are raised mostly in San Diego and San Bernardino counties, and are also profitable. Raspberries, gooseberries, and currants thrive in all parts of this section. Hay is also staple crop, instead of the timothy and clover hay of the eastern states, we have alfalfa, oat and barley hay, the two latter being fed to cattle without being headed, thus, except when the stock is hard worked, obviating the necessity of feeding any further grain, or at least but little.

Following is a list of fruits, nuts and melons in conjunction with the periods at which they may be gathered ripe:

Apples, pears, watermelons and muskmelons—July to November.

Figs—July to February.

Grapes—July to December.

Peaches—June to December.

Apricots—June to September.

Prunes and plums—June to November.

Pomegranates—September to December.

Japanese persimmons—November.

Loquats and currants—May and June.

Oranges—Christmas to July.

Cherries—June to January.

Blackberries—June to September.

Mulberries—July to December.

Almonds—October.

Nectarines—August.

Olives—December and January.

Quinces—October to December.

Guavas and strawberries—All the year.

Lemons and Limes—All the year.

The first raisins of the season are ready for market about December 20th.

The abundance of wild flowers, sage and fruit blossoms has rendered bee culture and honey raising one of the most profitable occupations of this section; honey produced from white sage blossom is considered the best and brings a high price in all markets.

The growing of seeds and bulbs and the manufacture of perfumeries from roses and other flowers, including orange blossoms, has been done to a limited extent here as yet, but experiments have proven that they will be paying ventures when largely engaged in, as will no doubt be the case in the near future.

The California grape is not surpassed anywhere on the globe, and the wines from them are considered by competent authority as possessing great excellence and command a good price. The raisins, too, are equal to the imported, and tons of this delicious fruit are cured annually in Southern California.

Among the other profitable products of Southern California it has recently been discovered that the cultivation and manufacture of tobacco here will undoubtedly become one of its chief and consequently most profitable industries.

Altho yet in its infancy, the experimental stage has been passed, and the future unquestionably assured.

It has been demonstrated convincingly that a better grade of the mild Turkish tobacco can be raised in the soil and under unsurpassed climatic influences of this country than in any other part of the world, not excepting Turkey and Persia, the home of this popular species, whence the seed is derived.

As evidence of the above it may be stated that recently the first carload of Southern California tobacco of the Turkish variety was shipped East, it comprised 17,600 pounds. It is a tobacco de luxe of the very choicest quality, rich gold in color, very thin leaf and of never surpassed by any tobacco or Persia. Its aroma or cious, and tobacco of this type top prices. On a hillside at county, 5000 pounds of this 12,600 pounds were raised at

"The United States is now of Turkish tobacco annually class cigarettes, and this expen- the rate of \$500,000 a year Paaulding, a prominent job-American Merchant syndicate, East. Southern California tobacco and supplant the im- which actually is of finer qual- that \$10,000,000 worth of sold annually if it were grown

"The profits range from this climate we get three or September and sometimes one other states one picking in the can count on. This tobacco is from 60 to 75 cents a pound, an acre can be had in three about three feet high and do coarser tobacco."

consumption of tobaccos in conditions so favorable to their to the thinking man that this ively cultivated here instead of from other states and grades tries, at a great expense of transportation.

There are in Southern California vast areas of fertile land adapted to this valuable product now lying idle with many unemployed men and women who might profit by the cultivation of the soil to tobacco.



POMONA

a flavor which experts say was bacco ever grown in Turkey "boquet" is said to be deli- is sure of a ready market at Sherman, in Los Angeles shipment was grown, and Yorba, near Fullerton.

importing \$5,000,000 worth for the manufacture of high- diture has been increasing at for several years," said J. F. ber, formerly president of the who is shipping the tobacco can just as well produce this ported product with a tobacco ity. In fact, it is safe to say this choice tobacco could be here.

\$400 to \$1000 an acre, for in four pickings, in July, August, more in October, while in fall is all the tobacco growers especially fine, and brings and from 900 to 1500 pounds pickings. The plants stand not grow as rankly as the

In view of the fact that the California is so great and the production, it must be evident staple should be more extens- importing an inferior grade no better, from foreign coun-

## SEA FOODS

The waters of the Pacific Ocean, contiguous to the shores of Southern California, furnish an abundance and endless variety of fish and crustaceans equal in quality to that found in any portion of the world, hence the occupation of fisheries is largely and profitably prosecuted and the products thereof reach the tables of the poor as well as the affluent since the adequate supply keeps the price at a minimum. Still this pursuit is not so largely engaged in as the profits demand and steadily increasing population would seem to justify and therefore offers employment and investment unopposed by overcompetition.

The abundance and quality of crustaceans is remarkable except as to oysters which are as yet somewhat inferior in size and quality to some other localities owing to the lack of pisciculture, or the breeding, feeding and fattening of fish and shell fish, but is receiving more attention now than in the past, in fact the Pacific coast oysters of today are far superior to those of but a few years ago and it will not be long before they will equal in every respect the famed bivalves of Baltimore waters.

As for crabs, shrimp, abalones and lobsters the California variety even excel those of other localities, the lobsters however differing from the Eastern product in shape, resembling in appearance an overgrown crawfish, which in reality

they are. The abalone, as an edible sea food, is most palatable and highly wholesome, containing many potent medicinal ingredients, but of which the general public has little knowledge.

## MINERALS AND GEMS

**MINERALS:** The value of California's mineral product for late years shows a steady increase mainly due to petroleum. Chief amongst the minerals of the State are asbestos, asphalt, barytes, bituminous rock, chrome, clay, coal, feldspar, Fuller's earth, gems, gypsum, infusorial earth, iron ore, lead, lime and limestone, magnesite, manganese, marble, mineral paint, mineral water, platinum, pumice, pyrites, salt, sand, sandstone, soapstone, soda, tungsten and zinc.

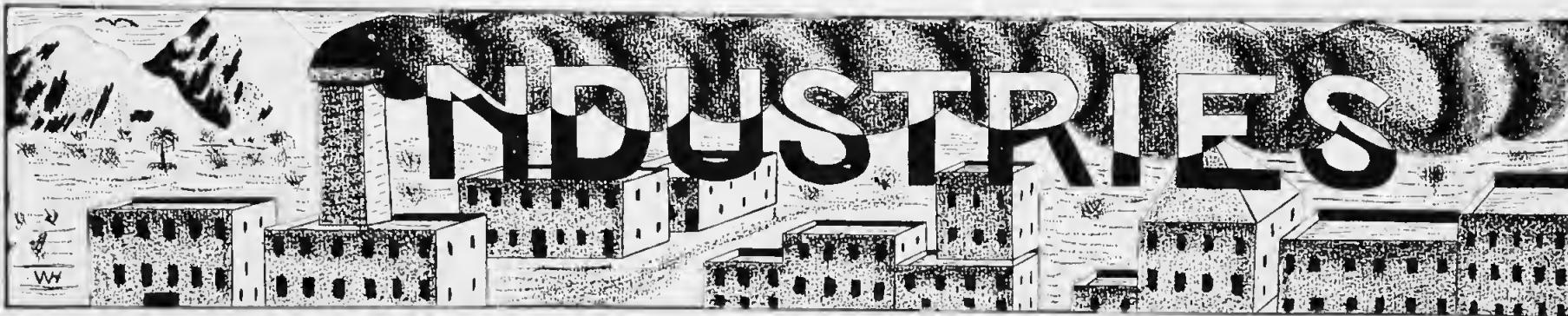
California is rich in its mineral products, precious and semi-precious gems, especially in San Diego county. Already in more or less greater quantities have been mined here the diamond, sapphire, beryl, amethyst, garnet, tourmaline, turquoise, hyacinth, kunzite, topaz, emerald and other gems, many of the varieties being superior in quality and brilliancy to those found elsewhere, to which reference will be made in the following:

**THE TOURMALINE**—And now comes the tourmaline, that semi-precious gem of exquisite beauty and brilliancy and of many hues and shades, to add its wealth to the already lavish store of hidden treasure in the soil and rocks of San Diego county. Its existence in this locality was unknown until within the past few years and even today the vast deposits of these sparkling gems have been but practically unearthened, but from the number already mined and the indications so readily comprehended by the mineralogist, it is conceded that the supply is exceedingly great, and as the work of development proceeds such vast quantities will be rescued from their hiding places as to make this one of the most valuable and extensive commodities of this already rich mineral section. The hardness of the tourmaline is 7 to 7.5, specific gravity 3 to 3.1, and luster, vitreous. In value the tourmaline ranges from five to fifty dollars a carat, according to quality and size, and is the only stone rivaling the diamond in brilliancy.

**THE HYACINTH**—The zircon, jargoon and hyacinth are all varieties of the same stone, the latter being the most valuable on account of its qualities of hardness, brilliancy and richness of colors as also of its transparency. The hyacinth, therefore, or jacinth, is of the transparent and bright colored variety, while the jargoon is a crystal, dull of color and of a smoky tinge, which was occasionally sold as inferior diamonds. The hyacinth, known as "jacinth la belle" to French jewelers, is esteemed the most beautiful and valuable of the several varieties. It emits a firelike flame of a crimson or vermillion hue. At its best it may even pass for a spinel ruby, the colors being exceedingly varied, comprising red, brown, yellow, green, and blue, of adamantine luster and transparent to sub-translucent. The hardness is rated at 7.5 and specific gravity 4.6 to 4.7. This gem is found in many localities, but in no place where they are of the superior quality of those found in San Diego county. In value they range from \$10.00 to \$100 a carat.

**THE KUNZITE**—The kunzite is known only as a product of San Diego county, for while in reality a species of spodumene or hiddenite, found chiefly in the eastern portion of the United States, Sweden, the Tyrol and near Dublin, it is so different in character and of such a superior quality that it is rated far above those varieties and is considered almost as a distinctive species of semi-precious gems. It is remarkably transparent, of great brilliancy and is light pink in color, shading into violet and deep purple. In hardness it is rated at 7, with a specific gravity of 3.15 to 3.19. Value \$10.00 to \$1000 a carat.





In addition to the horticultural, agricultural and viticultural pursuits, Southern California has already attained much prominence in her manufacturing and other industries. The raw materials used in the manufacture of nearly all classes of goods are here in abundance, and consequently may be had at low cost, the drawback having been the scarcity of the most desirable fuels, but since the completion of the trunk line from Utah thru the rich coal and mineral regions, this impediment no longer exists, but even now the saving in the price of raw materials more than compensates for the high price of fuel, in consequence there are numerous factories here engaged in the manufacture of boots and shoes, furniture, vehicles, fabrics, boxes, machinery, cans, flour, harness, ice, perfumes, beet sugar, etc. Besides supplying the local demands, these goods are largely disposed of in Arizona, New Mexico, Texas and other near states and territories. The manufacturing interests are also growing rapidly, and with the increase in population, additional railroad facilities and cheaper fuel Southern California will doubtless become as famous for her manufactures as she is for her climate, fruits and flowers. The manufacturer of beet sugar here is in its infancy, but the several large institutions now engaged in the enterprise have been rewarded by large returns on the investment; their success has induced others to enter into the enterprise, and several other factories for making this article are now in course of construction, and more in contemplation; it is therefore safe to say that the manufacture of sugar from beets will be one of the future leading industries of this section.

Men of means, judgment and enterprise can not fail to secure ample returns on their investments in the field of manufacture in Southern California. There is need here of glass works, additional can and box factories, tanneries, woolen mills, shoe factories, lumber mills, etc.

Dairying and poultry raising, although highly profitable, is comparatively but little engaged in; the demand and prices for poultry, eggs and dairy products are excellent in comparison with the cost of production; the abundance of green feed for cows places the dairy expenses very low. Raisin curing and wine making, largely engaged in here, are money making pursuits when properly prosecuted, as also apairy and many other enterprises, the enumeration and details of which would of themselves fill any ordinary volume.

## PERFUME INDUSTRY

In the past, Southern France has supplied the world with the bulk of the perfume used, but Southern California is destined to outstrip that country in the manufacture of that product not many years hence. This industry is no longer an experiment here, for altho it has been prosecuted only to a limited extent, yet sufficiently to demonstrate that all conditions here are superior to those of any other locality. Twenty years or more ago perfumes were manufactured in Ventura on a small scale but sufficient to prove the unlimited possibilities of the industry in Southern California. Before and since that time a most extensive business was conducted by the same parties in the raising and exporting of seeds and bulbs to all parts of the world, resulting in making Southern California famous for these commodities.

In view of these facts it seems strange that the occupation of seed and bulb raising and the manufacture of perfumes has not been more extensively engaged in. However, there are indications that the latter will shortly become an acknowledged important industry of Southern California, the well named "Garden of the World."

Recent information to this effect is gleaned from press reports of an authentic nature wherein it is stated that E. Moulie, a native of France but a citizen of the United States for the past thirty-four years, announces that he proposes to establish gardens in San Diego County in which to cultivate perfume flowers. The item states that "The Santa Fe railroad has offered him twenty-five acres of land near San Diego on which to raise his flowers.

Moulie has just arrived on the Pacific coast from Washington, where he has been in consultation with government officials of the department of agriculture. The department has aided him in his experimental search for new flowers during a period of ten years. He first began his production of raw materials for perfumes in Florida, but did not find in that state the encouragement he desired for an infant industry.

He decided to come to California, and in that determination was aided personally by Vice President Chambers of the Santa Fe, and General Manager Wells, and by the Department of Agriculture.

"The United States will soon be exporting instead of importing perfumes," said Moulie. So sure is he of that fact that he convinced the Senate committee on finance that a 20 per cent duty on raw materials for perfumes should be placed on all such imports.

Southern California and especially San Diego County is conceded to be the most favored in all respects for the production and manufacture of silk of any country in the world.



Improvement in the grade of cattle has been going on in Southern California until no finer stock can be found anywhere, and the business in this section has proved immensely profitable where properly conducted. The mountains and hillsides afford vast pasturage and the native grasses when not green become an excellent hay and abound in nutriment. The home consumption of beef, and the growing demand for dairy cows, makes this an excellent market, and insures good prices. The horses of this country are becoming as high bred and celebrated for their beauty and speed as those of Kentucky. Some of the most famous racers of the world were produced both in Northern and Southern California. Sheep, hogs, and goats thrive here, and much attention is paid to them, climate and pasturage being highly favorable to their requirements. It is impossible to go into details, but it is an undisputed fact that there is money here in all kinds of live stock. The mild climate of this section renders shelter for stock absolutely unnecessary at any time and this advantage, coupled with the seldom if ever failing pasturage of superior nature, makes the occupation of stock raising both lucrative and enjoyable.

Besides the natural pasturage the cultivated grain and fodder, such as hay, alfalfa, oats, barley, corn, etc., are raised in abundance, while mash, as also the by-products, so to speak, of the fruits of the land, afford excellent feed for swine.

The market prices for beef, mutton and pork are always good and allow a liberal profit to the producer.

With the increase in population and the consequent growing demand for fresh and salt meats the occupation of stock farming is being more generally engaged in and brings into use lands that are well adapted to the purpose and less so than to any other.

Here herds are practically immune to many of the diseases which attack cattle in other states and therefore losses on that account are so small as to cause no serious concern.

**DAIRYING:** The dairy industry is year by year more extended and important. Comparative statistics of butter production of the State for a series of years beginning with 1896 show the growth of the industry, and yet the supply falls so far short of the demand as to necessitate the bringing in of large quantities of butter from other States. At the same time large quantities of butter go East on special order from those who have tasted California creamery butter.

Scientific dairying has almost wholly superseded the old methods in California, which is now in the front ranks in this industry, and the increase being mostly in counties where irrigation is practiced.

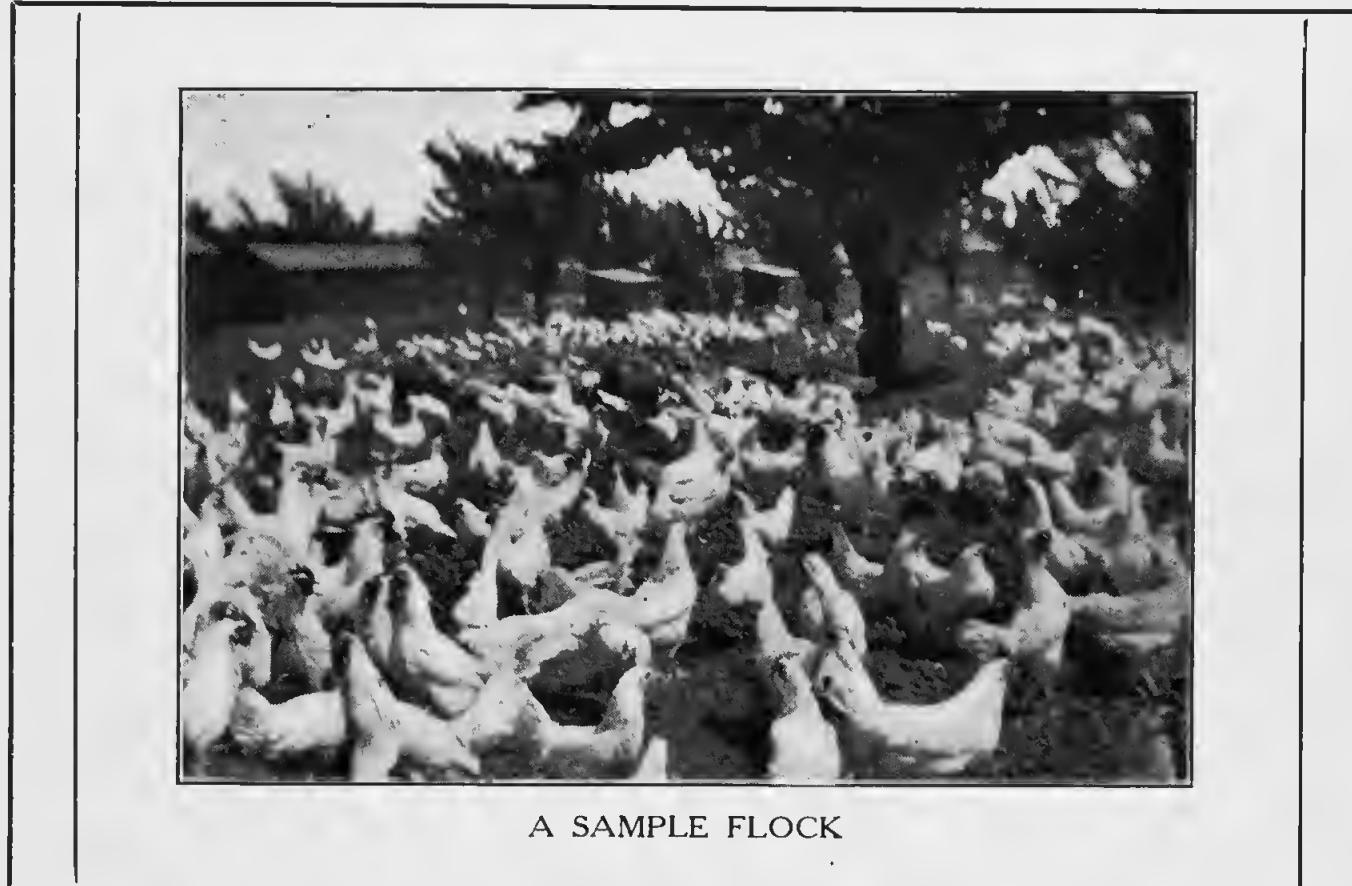
## POULTRY RAISING

From the report of the California Development Board the following authentic information is gleaned:

**POULTRY:** In a more or less practical way the poultry industry has been carried on in all parts of the State, but in Sonoma, Los Angeles, Orange, Santa Clara, Merced, Sacramento, Colusa, Humboldt, San Benito and Inyo Counties, and to a less extent in some others, the latest scientific methods are generally practiced with gratifying results. The industry is constantly extending, as the demand for poultry products greatly exceeds the home supply. Turkey-farming is mainly in the grain districts where the fowls can range. Hatching by incubators prevails generally. The largest incubator factory in the world is in Petaluma and turns out about 100,000 chicks per month, and runs to full capacity most of the year.

A ranch which has recently been started in Inyo County with 400 acres and 12,000 laying hens is an enterprise that is bidding for patronage and with its 200,000 incubator capacity and favorable climatic conditions, will do a large part in supplying the demand, especially for eggs and baby chicks. There are many places throughout California where like enterprises could be undertaken with a fair promise of success and a good market near at hand.

The average chicken ranch consists of about five acres, upon which are placed 500 to 3000 hens. There are, of course, quite a number larger ranches which maintain 5000 to 30,000 chickens. A person should have from \$3000 to \$5000 to equip a chicken ranch and get ready for a profitable business. In case of renting, however, about \$1500 is needed to start the prospective poultryman. The average profit on each hen is about \$1.00 per year.



A SAMPLE FLOCK

Notwithstanding the remarkable development of the poultry business the increase is not sufficient to meet the demands of the immediate market. The rapidly expanding population of the state requires the importation in season of some 500 carloads of live and 100 carloads of dressed poultry to San Francisco and Los Angeles, besides several million dozen eggs each year from Eastern points, and there is no immediate prospect of the home supply overtaking the market. This fact insures the success of all practical poultrymen who engage in the industry in California.

## NEED FOR FACTORIES

While the manufacturing business is largely engaged in Southern California and growing steadily, there is need for many more. In the city of Los Angeles alone, there are more than two thousand manufacturing establishments of various kinds, all of which produce commodities equal to any in other sections of the country and in many cases superior thereto, for all of which there is a good market here at home, but as before said, there is a growing demand for more factories in Southern California. This is evident from the fact that this section of the country is shipping large quantities of cotton to Eastern cities where it is made into fabrics, reshipped here and sold to our people.

This country is also sending enough wool to other cities to keep five good-sized woolen mills busy. Southern California is also importing hundreds of thousands of dollars worth of glass from Belgium and other foreign countries, while on the Pacific Coast our raw materials and the most favorable facilities exist for the manufacture of glass.

A recent report by the president of the Los Angeles Chamber of Commerce states that this section buys from the East hundreds of thousands of dollars worth of automobile tires which could be made here with profit. At the completion of the Panama Canal now rubber can delivered here for twelve dollars per ton less than at Akron, Ohio, the center of the rubber industry, while Imperial Valley cotton will furnish sufficient tire fabric for the markets of the entire Southwest.

## BEET SUGAR INDUSTRY

California is the second largest beet sugar producing state in the United States, operating ten beet sugar mills. These combined mills have capacity for slicing over 12,000 tons of beets and for producing in the neighborhood of 35,000 bags of sugar daily. The product of these mills annually will amount to approximately 160,000 tons of sugar, or 3,200,000 bags of 100 pounds each, this being over one-fourth of the entire amount of beet sugar produced in the United States, and which at 4½ cents per pound would amount to \$14,400,000. Of this production of sugar only about one-fourth is consumed in the state of California, the balance being shipped to the Middle Western States. Therefore, thru the medium of these ten sugar mills there is annually brought to California and distributed among the farmers who grow beets for these factories, the tidy sum of \$10,000,000 to \$12,000,000. About 115,000 acres of land in this state are devoted to the growing of sugar beets. In many instances the land can not be as profitably used for other crops, and the farmers favor the raising of sugar beets because they know in advance just how much they are going to get per ton for their beets; and in addition to this, they have found that on account of the intense cultivation required for growing beets that when grown in rotation with other crops the latter show an increase in yield as high as 50%. In Germany this increase has in many instances amounted to nearly 100%.



ANAHEIM BEET SUGAR FIELD

Another thing which makes the growing of sugar beets popular with California farmers is the fact that the beet sugar companies usually advance money on a growing crop of beets to enable the farmer to pay for thinning, cultivating and harvesting, and also have constantly among them agriculturists, who are experts in handling this crop, to instruct and aid them to get not only good quality beets, but also a good tonnage per acre, these matters of course being as important to the sugar companies as to the farmers themselves. If instead of growing beets on these lands they were used for alfalfa, beans and other crops, the increased product of these commodities would result in an over-production, lower prices, and consequently a serious loss to the farmers.

The price paid by the sugar companies to the farmers for beets in the year 1914 is at the rate of \$4.50 per ton for beets containing 15% of sugar with 30 cents added for each additional 1% of sugar; or in other words, beets containing 20% of sugar would net the farmer \$6.00 per ton delivered at the loading station, from which point the sugar companies pay the railroad freight to their respective factories. This is the same price as the farmers received in the year 1911. During the years 1912 and 1913 the factories paid the farmers 75 cents per ton more than the figure named, but during these two years the sugar companies did not make much if any money, and this together with the reduction of the tariff which took place last March made it necessary to reduce the price on beets.

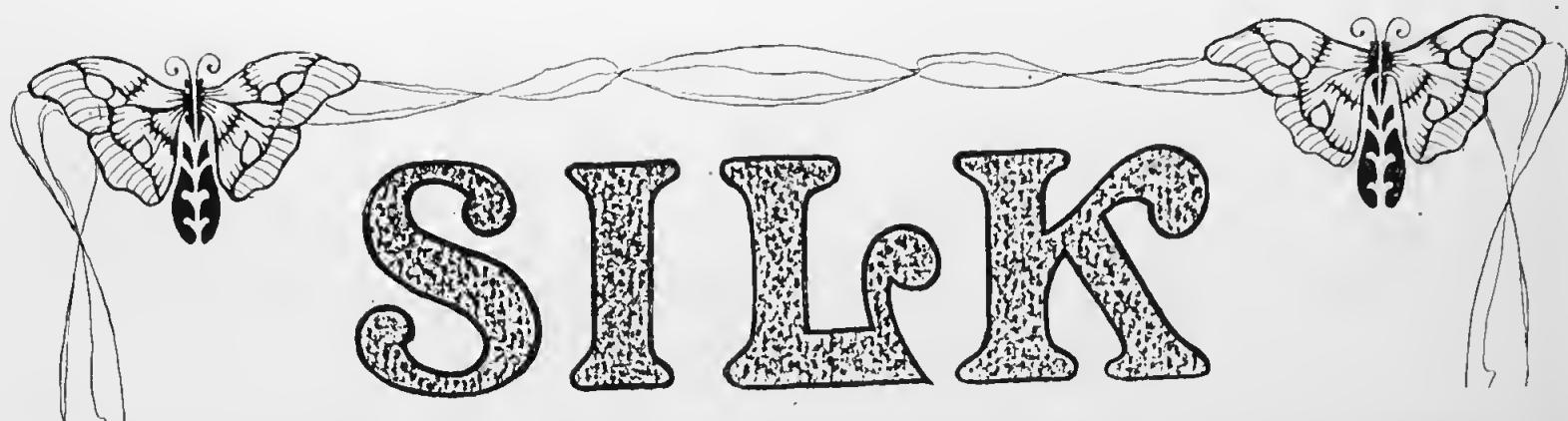
The sugar beet requires from five to six months to acquire its normal sugar content. This is taken from the air thru the medium of the leaves, and not from the soil itself, and on account of the mild climate of this state it has proven to be the best in most respects for the beet sugar industry. The seeding time starts in December and continues to the following March or April, depending upon the condition of the soil and the moisture. The beets are usually ready for harvesting from the middle to the latter part of July and the harvesting continues until the middle or latter part of November. This brings the sugar producing season in California at least two months ahead of Colorado and most of the other states, which means that during the months of July and August and most of September of each year the only available new beet sugar shipped to the trade comes from California.



AN INTERIOR OF THE ANAHEIM BEET SUGAR FACTORY

The annual production of beet sugar in the United States is from 600,000 to 650,000 tons, or about one-sixth of the amount of sugar consumed. The balance is made up principally of cane sugar, largely supplied by Cuba and to some extent by Hawaii and the Philippine islands.

The importance of the home beet sugar industry in regulating the selling price of sugar to the consumer was clearly demonstrated in the year 1911 when on account of drought in Europe the price of sugar rose to abnormal figures, and again this year on account of the European war. During both of these periods California beet sugar was shipped in train loads to the Middle Western States at an expense in freight of 55 to 60 cents per bag and there sold at prices ranging around \$1.00 per bag below the price of foreign produced sugar.



Many possibilities have been lying dormant in this wonderful country. All the raw silk in the past and present has been imported from foreign countries, and its amount yearly is \$200,000,000 with no duty because there was little raw silk grown in the United States and our manufacturers depended entirely upon the product from China, Japan, Italy and France.

The raw silk industry in Southern California reveals the fact that the United States will in a few years be independent of foreign raw silk producing countries, and will add another commodity to our list of important resources.

Now that the manufacture of raw silk is destined to become one of the leading products of Southern California the attention of investors will be centered upon Southern California on account of the excellent climatic conditions, absolutely necessary for the silk culture from the egg to the worm, to the cocoon and the manufacture of silks, the climate being so well adapted for the growth of the mulberry tree, which will produce a continual crop of leaves the year round, this food being the creative power for the worm.

Raw silk is imported free of duty to the amount of \$200,000,000 each year. There is an invested capital of \$180,000,000 in the manufacturing industry in the United States, a large majority of the mills being located in the cities of the Atlantic seaboard.

For many years silk culture in California has been lying dormant for the lack of progressive men to lead the way. Much of the trouble seems to have been, in the eyes of the public, in the fact that American labor could not compete with the cheap foreign labor, and that the cost to produce raw silk would not pay. Yet it has been demonstrated for the past fifteen years that a very high grade of silk could be grown in California, if some method on the labor question could be solved.

## HISTORY OF SILK

In order that the public may understand more clearly the history of silk, it may be well to speak of its early creation, which dates back, according to Chinese authority, to 2650 B. C. It is generally conceded that, in point of age, it stands midway among the great textiles, wool and cotton having preceded it, while flax, hemp and other fibrous plants followed.

The first patron of the silkworm was Hoang-Ti, third emperor of China, and his empress, Si-Ling-Chi, was the first practical silkworm grower and silk reeler. Her work was so beautiful to the nation that her gratified subjects bestowed upon her the title of "Goddess of the Silkworms," and even to this day the Chinese celebrate in her honor the "Con-Con" Fest, which takes place during the season in which the silkworms are hatched.

While every detail of the growth of the industry has an unusual interest as showing how such an insignificant thing as a worm may become a potent factor in nature's economy, a few salient points are here given:

About the year 910 silkworms were introduced into Spain, and from there extended into Greece and Italy.

The worm invaded France early in the thirteenth century, and was welcomed and encouraged. The manufacture of silk in England began in 1585 and skilled weavers were brought from Antwerp. The climate of England not being adapted to silk growing, the material was all brought from the continent, until it was grown in the American colonies. The first mulberry trees were planted in the colony of Virginia, and a fine of twenty pounds of tobacco was imposed for neglect, and fifty pounds of tobacco was given as a bounty for every pound of reeled silk produced.

Silk was introduced on this continent thru the Spanish conquest of Mexico, and the first silkworm eggs sold for \$60 an ounce.

Silk culture spread rapidly in other colonies, and today the story of the ineffectual attempts to profitably rear the silkworm in this country is as voluminous as it is interesting. Silk culture was introduced into Connecticut as early as 1737, the first coat and stockings worn by Governor Law in 1747, and the first silk dress by his daughter in 1750. This state for eighty-four years following led all the others in the amount of silk produced. In Connecticut, also, was the first silk mill erected on this continent for the special purpose of manufacturing silk goods. This building was erected in 1810 by Rodney and Horatia Hanks, at Mansfield, and is still standing as an heirloom, which has come to us from the infant days of the industry.

China holds the supremacy as the greatest producer of raw silk, but is only third in point of quality.

Japan is the most enterprising of the silk raising countries. She stands second as to the amount of production and second as to quality. The 162 silk corporations in Japan turned out in 1908 raw silk amounting to \$2,208,022,170. Southern Italy has the distinction of producing the best raw silk in the world. A peculiarity of the Italian worm is that it spins a large cocoon of a yellow color, and the Japanese a smaller one of the purest white.

Silk is one of the world's greatest industries, and its production has largely enriched every nation that has fostered it. The United States is the only one of the leading nations that gives so little attention to it, and yet we consume one-half of the silk used in the world.

There is an open market for all the silk that can be produced in the United States, and Southern California, on account of its superior climatic conditions, should lead the universe in time.

This locality, from conservative showing, will be 50% ahead of any other country for growing silk, for here a crop of worms can be hatched every day in the year, if food can be had, and mulberry trees have leaves nine months in the year. With irrigation they can be made to produce every month in the year. One of the trust magnates visiting here saw silk grown in San Diego and remarked that he never saw more beautiful silk.

In France, Italy, China and Japan only two crops are raised per year. Japan's greatest is three in one year. So it is easy to realize the proportions that can be materialized in San Diego.

San Diego County will become in time the emporium of this great industry, and its beginning and success will be the means of bringing many thousands looking for employment, and a home where they can have comfort, a garden, flowers and an income.

## Poppy Land

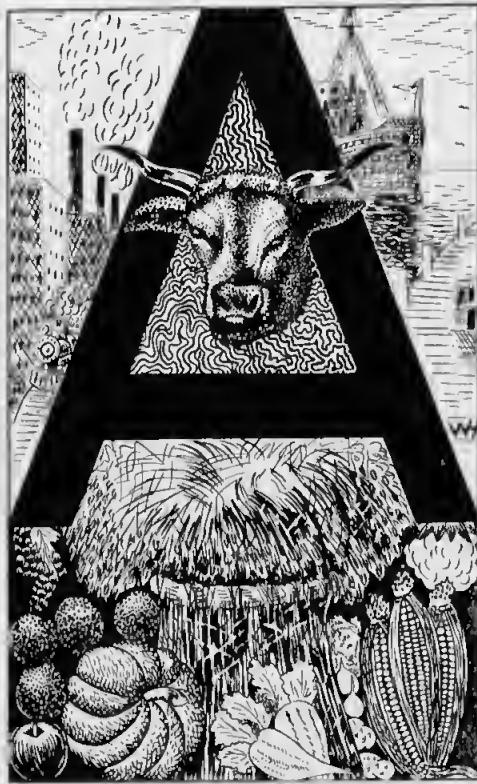
In the Southland by the ocean, where the mountains proudly rise,  
Gentle springtime ever tarries, birds are tuneful, blue the skies,  
There is fairest, smiling Chloris with her merry, beauteous band,  
And her magic wand is bringing forth the flora of the land.

California-by-the-sea, land of gold and summer sun,  
Land of choicest blessings, rarest sunsets when the day is done,  
Here the golden poppy, queenly flower, covers all the earth,  
And the days and years in passing changeth sadness into mirth.

In this land of scenic splendor and of fruits and flowers rare—  
In this far famed land of sunshine, joy and peace reign everywhere,  
And here life is all perfection, and life's one long summer's day,  
Here's all joys and charms commingle as we tread life's flowery way.



# SOILS AND CLIMATE



S CIVILIZATION is indirectly the result of soil and climate, in consequence the products of the soil are the result of the climatic influences. In turn, the husbandman's physical condition is influenced by his diet. In the Asiatic countries, where the climate is mild, the soil productive and the people subsist chiefly on fruits and vegetables, a higher type of civilization exists than in the cold countries of the extreme north, where fish and flesh and the coarser foods abound and constitute the chief diet of the people. History shows that the highest civilization and the most refined type of man existed and still exists, in all those inhabited countries possessing a mild climate. Asia was the seat of ancient civilization; there it flourished under a genial clime, while the less favored portion of the world groped in ignorance and barbarity. That was the result of climate, and climate therefore is an important element in the shaping of the destinies of men and of nations.

Consequently, Southern California is destined to become the seat of civilization in America. There is no other section of country on this continent with a climate similar to this, and by virtue of this neither can there be a soil like that to be found here.

Italy has been regarded in the past as being blessed with the most genial and salubrious of climates, the charms of which, her sunsets and beautiful skies have been praised in song and story for centuries past, while the artist has found there choice opportunities for his skill and colors. But since California has become known and the figures and facts appertaining to her climate have become a matter of official record in statistics, it is conceded by all authorities that in no respect is

this favored land inferior to that of Italy, while in some respects it is far superior, and on the whole may safely be said to excel in all those storied charms of that country, and therefore must of necessity stand pre-eminently the most favored in point of climate, as well as of soil, of any country on the globe.

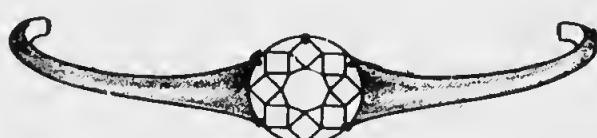
Here may be enjoyed a perpetual summer with but slight and gradual variations in temperature, free from malaria, fevers, epidemics, and kindred evils incident to almost all other warm countries. These exemptions are due mainly to the absence here of sluggish streams and noisome marshes and to the prevailing dry atmosphere which prevents the decay of vegetable matter, and affords the dweller a pure and wholesome air for the lungs. The mountain ranges of Southern California have a generally eastern trend from the coast, thus forming a series of barriers against the cold blasts from the north, while the warm but gentle winds from the deserts at the east, the temperate breezes from the south and the delightful zephyrs from the western seas, all combine in creating the most matchless climate in the known world, an assertion that admits of no contradiction.

To say that the climate is perfect would be an exaggeration; no country is thus blest, and it is indeed sufficient to be enabled to assert that here it is more nearly perfect than anywhere else. In summer the temperature at mid-day often ascends to one hundred degrees, and sometimes higher, but the average is about sixty-five degrees. The maximum, however, is not uncomfortable, owing to the entire lack of humidity at all times, and the fact that the sea breeze, continuing from shortly after sunrise throughout the day, tempers the rays of the sun, in consequence a temperature of one hundred degrees here corresponds in a point of comfort with seventy degrees in eastern and far inland points. The nights are always delightfully cool in summer, necessitating heavy bed covering and rendering insomnia, an infrequent visitor—a boon to the invalid and well alike, for sound sleep and perfect rest is half the battle in the search for health. The winters differ from the summers but little except in the length of the days and somewhat cooler nights, when in the northern sections and higher altitudes the temperature sometimes falls to the freezing point, yet very rarely, while in the extreme south or about San Diego frost is a thing almost unknown. But the winter days of this country are more than charming—they are sunny and warm without being hot. This is virtually the springtime of the Pacific Slope, for at this season, the land is blest with frequent showers when vegetation becomes green and roses and other plants that bloom the whole year through are at their best; the orange groves are then laden with their golden fruit; the lemon and other citrus orchards are also in bearing. It is then that the land is one vast garden of fruit and flowers, affording a most pleasing spectacle contrasted with the nearby mountain peaks arrayed in garments of snow and ice that glisten and glitter in the sunlight.

It is safe to say that out of the three hundred and sixty-five days of the year there are not fifteen days upon which the sun does not shine at least a portion of the day with its genial warmth. It is therefore the land of lands for invalids

and women and children, for there are few days in the year that will not permit of their enjoying a sunbath, the pure and health-inducing atmosphere, a stroll in the parks, or a drive on the boulevards of the cities or the picturesque roads of the country. Here one wears garments of the same (medium) weight all the year round. Tornadoes, cyclones and violent storms never visit Semi-Tropic California, while mad dogs, sun-strokes and lightning rods are likewise unknown here.

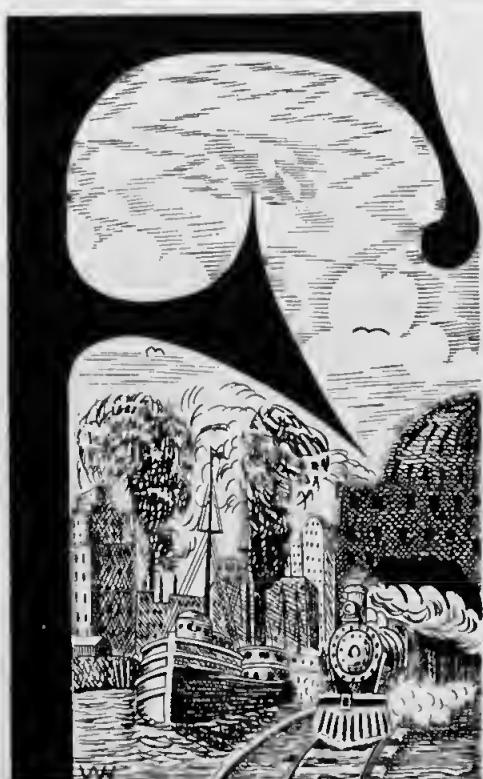
The soil of Southern California is of several varieties, each being especially adapted to certain products. In the lower altitudes will be found a rich alluvial loam favorable to vegetables, grain and deciduous fruits; the same soil as also adobe and the heavier decompositions of vegetable and mineral matter lies higher up on the mesas and foothills; all are more or less mixed with sand which retains moisture and adds to the fertility.



## The Golden West



The Southland's air is balmy,  
The western sea is wide,  
Where the flora rare are ever there  
And the luscious fruits beside.  
  
The mountains, in their glory,  
Tower high into the sky;  
Their vigils keep o'er the canyons deep,  
As the ages hasten by.  
  
The woodland cool and shady,  
Invites to peace and rest,  
This land so broad in the land of God  
Is a land by Nature blest.  
  
Not brighter in all creation  
In the light of moon and star,  
Than out in the west on the ocean's crest,  
Or river and plain afar.  
  
Then sing thou a song of the Westland,  
Of the clime and flora fair—  
Let your voices ring as your praises sing  
Of the gifts of nature there.



EW are the needs of the Southland that may not be supplied at home. Were it possible to isolate California, and especially Southern California, from the rest of the world, her people practically would want for nothing for here are grown nearly all the food stuffs and manufactured mostly all the commodities essential to life. While imports in the past have been large the exports have steadily increased and are daily increasing. The European war will create an immensely greater demand by European countries for the products of California, and the commerce of the state with the Atlantic seaboard, the Eastern continent and the Latin-American countries, by virtue of the advent of the Panama Canal, will be incalculable and far greater than that of any other portion of the United States or any other country of the world.

To meet the growing demands of population and commerce the facilities of transportation by land and sea have kept pace with all the requirements thereof. Numerous trunk lines and their connections reaching all sections of the continent have their western termini at the principal cities and seaports of California, while the merchant marine of the Pacific Coast has constantly been augmented and at this time is being more extensively augmented to meet the growing commercial conditions until the commerce of the coast with Eastern North America, Europe, South America and the Orient is of remarkable magnitude and which cannot fail to result in unbounded prosperity for this favored land.

The benefits to be derived from the Panama Canal will undoubtedly be greater to the Pacific Coast than to any other portion of the world, and to the harbors of San Diego, Los Angeles and San Francisco will come the merchant ships of all nations bringing their products in exchange for those of Golden California.

And thus, at peace with all the world and ever prosperous, an era of greater prosperity is dawning for this land upon which the wistful eyes of the world are resting. And it is no wild dream of the imagination to behold, a quarter of a century hence, a metropolis of the Southern coast of Semi-tropic California sharing the honors in population, prosperity, commercial importance and all the arts and sciences of modern civilization with the proudest metropoli of the Far East. And more than all else may boast the superiority of a matchless climate, scenic charms and all the God-given gifts of an earthly Eden.



PARK IN LOS ANGELES



*FLORA*



## LORA OF CALIFORNIA

Southern California is noted for nothing more than her flora, which may well be considered a striking feature of her scenic charms, surpassing even those of sierra or ocean. Nowhere else in the known world may be found a greater variety or abundance of blooming plants and fragrant blossoms than in this veritable Eden. The humblest home revels in them, many a cottage is almost entirely hidden by a profusion of roses or flowering vines. The geraniums often attain the dignity of trees and their blossoms are in evidence on every hand and throughout all the year. The lover of flowers may cultivate with ease the choicest flora of the land, very little effort being required to quickly transform a barren patch of land into a gorgeous field of flowers. The cultivation of carnations, violets, roses, calla lilies and other popular flowers for decorative purposes is largely engaged in by both men and women as a business which is usually profitable.

The poppy is the flower of the state and grows to perfection in this soil and climate. It is not, however more popular than the beautiful poinsettia, with its long, graceful-leaved blossoms of cardinal red, to be seen in almost every dooryard. But the rose, that queen of flowers, is yet without a rival. Here in California it may be seen at its best, here may be found every known variety, and here, like the geranium, it may be grown as a tree or monster vine, many of which have been known to contain, at one time, more than ten thousand full blown, perfect roses, together with

as many buds in all stages of development.

There are trees, too, that are laden with blossoms, each of a different shape and peculiar hue, and of which there are many varieties. They are especially attractive seen in long, regular rows as borders to the sidewalks of the thoroughfares, in fact, many of the fruit and flowering trees produce most beautiful and fragrant blossoms. What odor more delicate, sweet or lasting than that from the dainty orange blossom? Here the deciduous peach, the pear and the apple add their offerings in addition to the citrus blooms of a tropical clime, while the magnolia and other sweet-scented flowering trees charm the eye and cast their perfume out upon the ever balmy air of the fragrant southland.

While lacking in fragrance the graceful pepper trees are among the most ornamental shade trees of this western country, the bright red berry-like beans hanging in clusters amid the dark green of its foliage, creating a striking and pleasing contrast to the eye. The pepper is a popular favorite for street borders and is perhaps more extensively grown in that capacity than the Fan or Date palm, or the stately eucalyptus.

The stranger in the land is amazed at beholding whole fields, comprising many acres, covered with calla lilies, poppies, carnations, violets and other decorative plants, cultivated as one would cultivate vegetables "back east," which find their way into the florists' retail establishments and are disposed of at moderate prices, compared with those raised in hot houses in a temperate climate.

The calla lily of California is much employed in the making of hedges and especially used as a dividing line between two yards, the large, creamy blossoms growing in an almost solid mass above the wall of green leaves and stalks of the plants.

The manufacture of perfumes and essential oils is becoming a profitable industry of California in consequence of the profusion and qualities of the flora of the land, and it is not unreasonable to predict that the time will come when the industry will rival that of France or Italy and be as largely engaged in, since all the conditions are equally as favorable and in some respects far superior.

The business of the cultivation of bulbs and seeds has already assumed gigantic proportions and annually many tons are shipped to the east and to foreign countries.

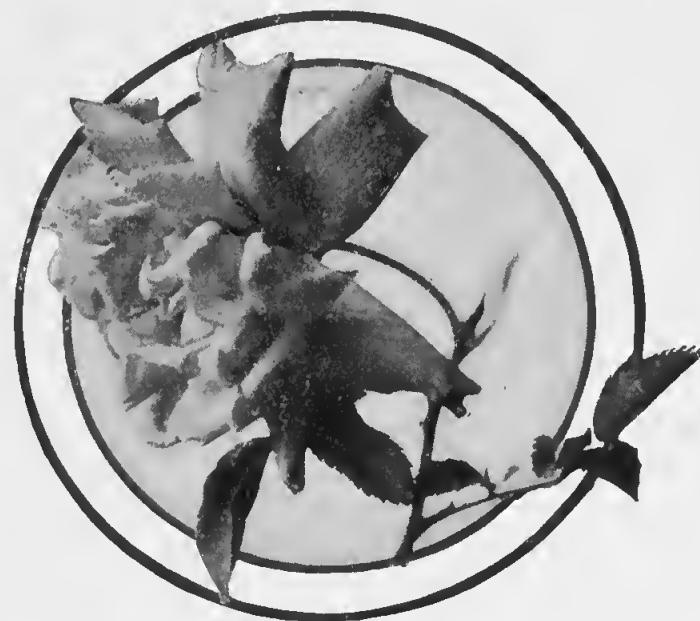
What in all the great wide world is there anything more beautiful than the flowers? And where in all the great wide world is there a land more propitious to their cultivation than in Southern California? Even away back there in the remote ages when all this beautiful semi-tropical country was a desert, wild flowers struggled into bloom and gladdened the hearts of the aborigines. But since the coming of the Caucasian and the civilization incident thereto, combining the cultivation of the soil and irrigation, this God-blessed land has become a veritable garden of Eden. Not only has the hand of man erected the mighty mercantile marts, the palatial palaces and the cozy cottages, but he has also taken advantage of the superior climatic conditions of this section of the country together with the unsurpassed qualities of the soil here for the successful cultivation of all forms of vegetal life, so that now in the early years of the 20th century the proud lands of semi-tropical California are celebrated the world over, and superior to all others for

the extent and quality of their fruits and flowers. Not only is the home of affluence surrounded by the choicest of flora, trees and vines, but even the humblest home, as a rule, is smothered with roses and all forms of flowering shrubs and trees, and about all are lawns of the brightest green and as smooth and velvety as a parlor carpet.

And this condition in this land of sunshine and balmy zephyrs prevails practically thruout the entire year, for there is scarcely in any year a season when the frost king appears for any length of time, or to any extent to shrivel or destroy the delicate flora and vegetation of the land.

It would take volumes the size of Semi-Tropic California to mention or describe the thousands of roses and other flora of this section and therefore the task will not be here attempted; suffice it to present herein a number of the more prominent and favorite of Southern California's flora, which surpass in beauty, texture and charm all the exotics of other lands.

California, and particularly this part of California, has no such rude changes from soft summer to bitter, biting winter as marks most of the other parts of the country, but for all that there are changes, which follow the march of the sun from north to south of the equator, and when days begin to lengthen, and the field flowers which hide themselves from the cooler months peep out again; when the meadow lark's breast takes on a more golden yellow; when the streets of the cities of Southern California glow in the reflected glory of the masses of flowers; when the air in country or town takes on the fresh, new odor of the opening blossoms; when the eyes of the girls grow brighter with the sheer force of life and the young man sighs thoughtfully; when all these things are happening in Southern California it is Spring, tho the calendar, which is gotten up principally for the Easterner, says that the month is January, and the papers tell of the awful blizzards in the other states.



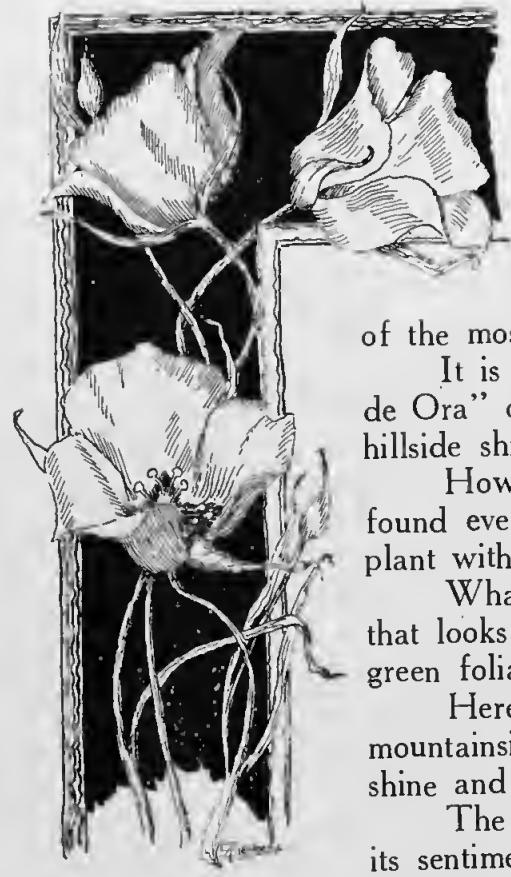
It is doubtful if in any other part of the world Flora holds her sway with such consistent beauty of effect. An attempt at itemization of the beautiful blossoms of the streets and gardens at this time of the year would be only to copy the list of flora from the temperate zone. It is all just a riot of color and cloud of incense shot thru with threads of glorious sunlight. And amid it all the native and the tourist walk in soft content.

If now and then on a busy street corner, the business man stops and looks deep into the mass of violets piled in baskets, it is not absent-mindedness. If his glance grows retrospective and thru the purple mass he sees the starry eyes of the woman he loves, it is only the old, old story of new life and world-old love, the Resurrection and the life. New purposes, new hopes and high resolves flood each human heart as surely and as often as the old earth, waking from her winter slumbers lifts her eyelids weighted with flowers and stretches out her arms laden with the fruits of her labor.

It is good in this old world, not to forget that flowers mean new life and that new life may mean everything, be it physical, mental or moral.

So the pictures of the flowers and the flower-clad homes may after all mean more to the reader than the mere reproduction of beautiful things. The flowers are always to be seen to a great extent, in this land, but the most casual observer must see that in the spring they take on brighter hues and send out sweeter perfumes, and that some observer might take their example to his heart and by so doing make himself and his fellowmen brighter and better able to meet the long struggles of the seasons to come, when worry and trouble, which is the lot of all, seem to dim the flowers and stifle the scent.

# WILD FLOWERS OF CALIFORNIA



Concerning the wild flowers of the state the following is gleaned from Mrs. C. M. Stephens, an authority on the subject:

When the Padres and their followers first came to California they must have thought it a desert land; nothing but brown hills and still browner plains, but after the winter rains it became as Father Junipero Serra said: "A Paradise on earth." The winter rains took on the brilliancy of an artist's palette: Purple Lupins, Scarlet Brown plains took on the brilliancy of an artist's palette: Purple Lupins, Scarlet Paint Brush, Yellow Poppies, Pink Phlox, Baby Blue Eyes, Cream Cups, Pink Tassels, Mariposa Lilies, Matilija Poppies, Scarlet Larkspur, patches and splashes

of the most gorgeous coloring spread with the extravagance of an impressionist painter.

It is hard to put down in cold black and white the bright gold of a yellow poppy, "Copa de Ora" or Eshcholtzia. A pen can give the shape, but imagination must show the glory of a hillside shining with the golden cups.

How can a few lines of black show the coloring of a "Lupin"? that sturdy plant that is found everywhere and looks like a spray of Wisteria with a backbone, such an independent little plant with its six fingered leaves and purple shading to pink blossoms.

What pencil can give the creepy look to the petals of the "Matilija Poppy"? that flower that looks like snowflakes with a golden heart, as it nods and sways in the breeze above its bright green foliage.

Here is the Scarlet Larkspur, but you cannot see its flowers of flame as it brightens the mountainside. It brings to mind steep trails, cold mountain streams, breath of pine in hot sunshine and camp fires at night.

The Popcorn, yellow and white, is cousin to the Forget-me-not, but it is much harder than its sentimental relation. It prefers the dry lands and dusty hills and is one of the first wild flowers to come up after the rain.

The Indian Paintbrush is another blossom that loves the nooks and crannies of the hills. The Greenwood and stiff Coffee Fern are its favorite neighbors and make a good background for its bright scarlet.

As for the Mariposa Lilies it is impossible to give their delicate coloring of faint lavender and pale pink. You just think of a field of butterflies fluttering in the sun, for that is how it impressed some poetical Spaniard who first saw these floral beauties and named them after the swinging, swaying butterfly. It is the only flower to have a county named after it.

Then there are the Cojamas (brodiaea or wild onion), Johnny Jump-ups (yellow violets), Telegraph Poles (wild Cyclamen), wild Cucumber, Tiger Lily, Lilac and the myriad other floral gems of Southern California.

An authority on the uncultivated flora of California makes the statement that there are in this state "4,750 species of flowering plants, of which 1,350 are natives of the state and indigenous only to this particular locality."

If it came to naming those 1,350 species every one would start off bravely enough with the California poppy—then would stop, take a breath or two, and most of us would confess we did not know the name of any one of the other 3,400."

He also says that wild flowers are found here that grow only in some other particular part of the world, as in the Mediterranean basin, or Australia, or Chile.

Students of botany give an interesting explanation of the fact that California is the meeting place of the world's flora. In the days when California was the great wheat exporting state of the world, vessels would come here with earth ballast from all parts of the world to load grain. The ballast would be discharged in California ports, chiefly at San Francisco.

"This foreign earth would be impregnated with seeds of wild flowers from the land whence the ship had come. The seed, under the genial influence of California's rare climate, would germinate and the plants would propagate, adding to the state's wonderful galaxy of blossoms."

The Poppy as the state flower grows in great profusion, uncultivated, everywhere in Southern California. Whole fields of them covering many acres may be seen there. The golden blossoms mingling with the bright green of their foliage spread out over the land like a carpet of velvet. As California is the land of gold, this dainty wild flower is appropriately chosen as the flower of the state.



## THE CREEOLS OF PAMAMA

Now that the Panama Canal opens the way we are to be made better acquainted with the people on the west coast of South America, once called the "creoles" and still retaining the name, tho they are now properly the descendants of the creoles. New coffee plantations (cafetels), cocoanut farms (cocals), cocoa orchards, vanilla vineyards, plantanals, india-rubber groves, and orchards and gardens of citrus fruits will cover the favored spots of the *tirra templada*.

This part of South America will become the world of new opportunity. The coast is malarious. At Monkey Hill, near Colon, are some 30,000 graves of work-people who were employed on the de Lesseps canal. They for the most part died of the Chagres or Panama fever, and many of them had used alcohol too freely. The fever is almost surely fatal to alcoholic blood.

On the Isthmus a grand port city will arise. It may be Colon, cleansed, drained, and made healthier by the new ocean currents and government sanitation. The canal has changed its character.

What kind of people will meet the American pioneer in new enterprises on the *tierras templadas* and on the west coast?

The descendants of the creoles have different ideals from us, but they have three great virtues—hospitality, attachment to their own families, and the love of liberty. They have never been given due credit for their worth, because they are indolent, given to the pipe, the weed, and the popular drink of the country, and seek the expression of religion in spectacular forms. Ecuador at one time had 100 church holidays a year.

But they dispense hospitality with a free heart and hand and scorn to receive money in payment for services of disinterested friendship. The fat fowl that crows when you ride up to an adobe cabin loses his head if you become a guest, and he would not be killed for one of the family. The best bed of hides is yours, and the coolest place in the room. To serve you, and that for nothing, becomes the delight of the family.

"My house, (casa) is yours," says the South American. "My horse is yours; my table is yours." And they are—for the time. When you depart your host says, when you offer to pay him for his services: "Nada, senor—vaya V. con Deos. Nothing sir,—go you with God."

The descendants of the creoles are true to their own. They love their wives and children. They all suffer when one suffers. Human affection is the joy of life to them.

The better classes of society are as hospitable as the peons. They have a high regard as to what they feel belongs to the character of a gentleman.

A traveler in Central America relates some of his experiences with the people of the Canal Zone:

"Some years ago I landed at La Guayra, a place made familiar to many people by Charles Kingsley's 'Westward Ho!' I had met a Spanish-American gentleman and his daughter on board of the steamer. The daughter was a married lady of noble bearing and high culture. She had been to Germany with her aged father, a general and a Don.

"That man has great wealth," said a passenger to me. "He owns a province."

I was obliged to land at La Guayra, the port of Caracas by a lighter. A swarm of boats gathered around the craft, clamoring to secure the baggage of passengers and to pass it thru the custom-house. The yells of these river people were frightful. On landing I was followed by several of these men to the custom-house. I was greatly annoyed, and even alarmed, at the situation.

Standing at the doors of the customs-house in distress, the Don's daughter came to me.

"Senor, pardon me. I see that you do not well understand our ways. If you will allow me, I will direct your baggage thru the custom-house. Father will wait for me."

The Don who owned a province waited. He would have felt that he had violated his gentlemanly instinct not to have done so. He waved his hand graciously toward me, and the Donna ordered away the Arabian-looking fellows who had followed me.

She arranged the customs for me, ordered a carriage for the United States consulate and one for her father. She said "Adios" in the beautiful way of the Dons and Donnas. She never expected to see me again, altho the aged Don had invited me to his estancia.

An American lady in the States would hardly have treated a common traveler in this way, certainly not under like circumstances. Why did she do it? Simply because she was a lady."

The educated creoles have a contempt for American manners. They sometimes say that we have "the ways of hogs"; that we are "all for sale" and are as commercial in heart as in trade. This criticism may not savor of charity, but there is a grain of truth in it. We have need to return to the simple courtesies of the days of Jefferson.

The tambos are wayside inns. These may be found on the old commercial road of 1,000 miles from the ancient city of Popayan, Colombia, to Peru, and on the roads from the same city to Bogota and Quito.

The stranger meets with like hospitality at the tambo. The accommodations are rude, indeed. Potato soup, currie, and fruits may constitute his supper, and his bed may be hard, but there is genuine good will in the hand of the hospitality of his host. The eagerness to serve becomes almost painful to the stranger. He wonders if it be sincere or affected for gain. It is perfectly sincere, as he often learns when he finds that he is not overcharged.

## A MOUNTAIN CAMP

Like the ocean, the mountains are varied in form and mood in Southern California. The mountains at places are quiet in their aspect, and others rugged and forbidding to the view. From the valley or foothills for some considerable distance timber grows, but as the heights are attained it grows more sparse until it disappears altogether in what is called the timber line. Upon the higher peaks, snow lies for the greater part of each year. Below, there are rugged



canyons and many streamlets fed by the melting snows of the heights and from numerous springs. Within the belt of timber there are most ideal camping spots, both picturesque to the view and convenient to all the purposes of camping, which is a pastime and a healthful one, too, much indulged in by many of the people of this western country. To most of these camps are good roads that may be traversed by vehicles to a certain height and above which by horse. From these heights one may often obtain a view of the ocean in the near distance and the undulating lands between the foothills and the sandy beach.

## CULTURE AND PROGRESS OF THE WEST

It might naturally be supposed that the so-called cultured East, in science, art, architecture and all the fine arts, excelled the supposed uncouth West, but when the refined tourist of the polished East, for the first time, enters the new world of the Pacific Coast country his eyes dilate with visions of greatness and grandeur and culture and art to a degree that renders him, for the nonce, speechless. He sees no Indians and but comparatively few Mongolians in proportion to multitudes of cultured Americans of his own class. In the great cities of the far west he beholds structures as ornate and costly as those in his own dear New York, Boston, Philadelphia, Chicago or St. Louis, and moreover, he finds people as cultured as himself—sometimes more so.

As a matter of fact, the majority of the people of the extreme west are but recent importations from the extreme east or middle west, and as a rule it is the better element that has come—capitalists and artisans. Hence the cities have been planned and builded by those people, and in many cases they have profited by their knowledge of science, art and architecture, and improved upon the threadbare and worn out lines of the older country.

It is conceded that in San Francisco, Los Angeles, San Diego and many of the smaller cities of California, the style of architecture is, in many instances, even more modern and ornamental than the straight lines of the prosaic eastern metropoli. Even down to the simple cottage and bungalow there is a certain grace and symmetry, and withal an originality and charm that surpasses anything in ancient or modern architecture.

# MISSIONS OF CALIFORNIA

The antiquity of California is represented by her Missions. Before their time there was naught of civilization—she had no history; the aborigines of this summerland were as wild and untaught as the apes of Africa or the Simians of Central and South America. The future may yet uncover an ancient civilization upon the Pacific Coast—it is possible—but today it is conceded that the advent of the Spanish friars more than a century ago marks the beginning of a civilization that has at the present time culminated in a period that will for all time be recalled as the brightest in the scientific achievements of the Caucasian race.



SAN GABRIEL MISSION, NEAR LOS ANGELES.

Banished from Mexico in 1767 the Jesuits received royal commands from Spain to proceed to Upper California for the purpose of establishing missions and converting and educating Indians of this otherwise uninhabited country.

The first of these missions, at San Diego, was established July 16, 1769, and to Padre Junipero Serra is given the honor of having been its founder, notwithstanding the historical fact that Padre Juan Crespi, accompanied by a little band of soldiers and servants, preceded Serra to the spot some six weeks and commenced the labor of creating the

CORRIDORS OF SAN GABRIEL MISSION.



adobe structure which is the first and oldest of a chain of twenty-one similar buildings from that point on the south to Sonoma on the north.

For more than half a century this work was in progress, or until April 25, 1820, when the last and extreme northern Mission, San Francisco de Solano at Sonoma, was constructed. The second Mission was that of San Carlos at Monterey, erected in 1770; in the following year two more were completed, San Antonia de Padua and San Gabriel, the latter being only about seven miles from Los Angeles. In 1772 the San Luis Obispo Mission was completed September 1, and four years later, or during the year of American independence, the Missions of San Juan Capistrano in San Diego County and De Asis in San Francisco. The others were constructed in the following order: Santa Clara, January 12, 1777; Nuestra Senora, at Soledad, October 9, 1781; San Buenaventura, March 31, 1782; Santa Barbara, December 4, 1786; Santa Cruz, August 5, 1791; La Purissima Concepcion, December 8, 1796; San Jose, June 11, 1797; San Luis Rey, June 13, 1797; San Francisco Rey, September 8, 1797; San Miguel, July 25, 1798; Sant Ynez, September 15, 1804, and San Rafael, December 14, 1817.

These temples of worship, constructed mainly of sun-dried bricks of adobe earth and straw, were responsible for the creation of a thoroughfare connecting each with the others, constituting one continuous roadway called El Camino Real, the King's Highway.

Thru the secularization of these missions, subverting the objects for which they were created, and the cankerous tooth of time, there remains today for the most part but little evidence of their former supremacy—they are naught but ruins, except where, in a few instances, some of them have been partially restored—mainly as landmarks and historical relics of the earlier civilization of California, while some few still serve the purpose of religious ceremonials.

In their palmy days these institutions were prosperous and amassed much wealth and the padres enjoyed many luxuries, in a quiet way, available in those primitive times of meager facilities and products of art and husbandry.

Settled as they were in the midst of populous tribes of peaceable and simple Indians, they availed themselves of their labor to profit. Upon the authority of Major Ben C. Truman it may be stated that "these missions were in their best condition in 1814, altho in 1826 they had 400,000 cattle, 200,000 sheep and 20,000 horses. They also kept at work 15,000 Indians and harvested nearly 100,000 bushels of grain of various kinds."

## *The Call of the West*

There's a voice that's calling, calling,  
While the autumn leaves are falling  
    In the land of snow and ice;  
When the winters are appalling  
Then is heard a sweet voice calling  
    From that western paradise.

There the ocean moaning, moaning,  
Like the wild bees ever droning,  
    Sings a restful lullabye;  
Where the stately ships are passing  
And the sea gulls ever massing  
    In the azure of the sky.

All the land is 'decked with flowers,  
All the homes are floral bowers,  
    Where doth gleam the sundown sea;  
Where there's naught of woe or sadness  
But a voice of tuneful gladness  
    That is ever calling me.

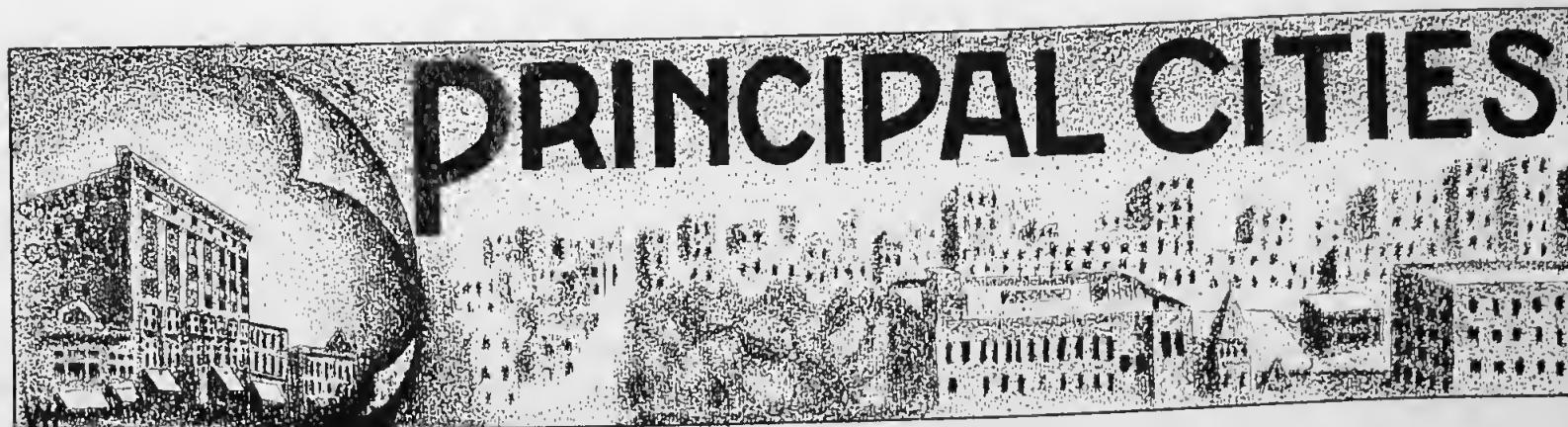
'Tis a land of fruits and fairies,  
Where the springtime ever tarryes,  
    And no winter e'er is there;  
Scenic splendor of the mountains  
And their gushing aerial fountains  
    Vie with sunsets rich and rare.

Fairest Chloris and Pomona smiling  
As fair California's heart beguiling  
    They bring forth their choicest gifts;  
And beauteous nature here is one sweet song,  
And peace and plenty as the day is long  
    As down life's stream one drifts.

And here the birds sing all the day,  
The stately trees in gentle zephyrs sway  
    And perfumed is the air;  
The velvet grass is ever green,  
The skies are bluest ever seen  
    And all the land is fair.

In this far famed land of sunshine  
There's a wealth of charms divine,  
    And the tale is never old  
Of the treasures of the southland  
And the glories great and grand  
    Of this fabled land of gold.

Where once was only desert, now rear  
Great temples of fair cities, far and near  
    That tower high above the sod;  
But peerless is the climate mild,  
The choicest charm that e'er beguiled  
    The heart of man, the gift of God.



### LOS ANGELES

Southern California, the citrus belt of California, embraces all that semi-tropical country lying south of the Tehachapi range of mountains, and west of the Sierra Nevadas, the chief cities of which are Los Angeles, San Diego, Santa Barbara, Santa Ana, and Venice; the first and most important of which, as is well known, is Los Angeles—a metropolis with an approximate population of 600,000 souls, and a city famed the world over for its magnificent blocks and palatial homes, together with its semi-tropical verdure in tree, flower, shrub and fruit. It is today the Mecca of thousands of people in quest of homes blessed with all that is best in nature. Now, at the opening of the Panama Canal, the most colossal of projects in the history of the world, completed at a cost of \$500,000,000, this beautiful and world-famed city is experiencing a phenomenal growth, astonishing prosperity, and attracting the favorable notice of the civilized world. It is safe to predict that within a few years it will have a population approaching a million souls, and with temples and towers of trade that will compare with the greatest of any other city on the continent of equal size.

Originally Los Angeles (in Spanish meaning "the city of the angels") was inhabited only by Mexicans and aboriginal Indians, but the onward march of immigration and progress brought to its confines men and money from the eastern states, until now this class of desirable citizens is so multitudinous that the original and foreign element is very little in evidence.

As the chief city of the state it is useless to attempt anything of an adequate description thereof in the limits of this work, and deserving therefore of unrestricted space a special edition devoted to the subject is in contemplation.

### PASADENA

This beautiful city, adjoining Los Angeles, and practically in the foothills of the Sierra Madre, is one of the most beautiful and aristocratic cities in the world, it being the residential place of very many wealthy people. It has a population at the present time of about 43,000 souls. Most of the people, and nearly all of them as before stated, well-to-do and cultured. Most of the homes are palatial, and the exterior features in regard to landscape gardening contain semi-tropical trees and plants not to be excelled, or equalled possibly elsewhere on the continent. Naturally, this Eden city is prosperous, and is the mecca of the majority of the easterners visiting this section of the far west. The population is increasing rapidly and the day is not far distant when it will be a city of great size, as well as of beauty.

### LONG BEACH

Long Beach is one of the oldest and best known of the seaside resorts of Southern California, consequently it attracts thousands of visitors both summer and winter. It is also quite a commercial city, having a number of prosperous banks and other commercial institutions. It is about 22 miles distant from Los Angeles, and enjoys most excellent steam railway and electric car service, by which latter time between Los Angeles and this point is less than three-quarters of an hour, and many prominent business men of Los Angeles make this delightful resort their home.

### SANTA MONICA

Santa Monica, including Ocean Park, is a most charming seaside resort, some 15 miles distant from Los Angeles; enjoys superior transportation facilities and many other advantages. It is a city of beautiful homes, many and wonderful pleasure features, surf bathing and unique scenery. The optimists of that city believe that its growth and importance will surpass that of any other seaside resort in Southern California.

### NOT LEAST

Among other prominent cities are: Riverside, Pomona, Santa Ana, Ontario, San Bernardino, Redlands, Redondo, Whittier, Fullerton, Orange, Imperial, Brawley, Calexico, Alhambra, Monrovia, San Fernando, etc.



CANAL SCENE AT VENICE

# VENICE OF AMERICA

By Abbot Kinney

This Venice on the Pacific is unique in so many things, both above and below ground, that it would require a voluminous catalog to enumerate them.

One of these only will be dealt with in this article.

Venice has the least drunkenness, disorder and crime of any Western city, and probably less than any city in the world.

Yet Venice is operated on a liberal policy, and has a greater resort patronage than all of the beach cities on the Pacific Coast combined. The policy under which this result of unequalled good order was and is maintained was slowly and carefully worked out. Venice was opened on Chautauqua lines. In connection with the grand Chautauqua conducted at this commencement, a restrictive policy was adopted.



A QUIET DAY ON WINDWARD AVENUE PIER AT VENICE

Study and observation have gradually changed the restrictive policy to the present liberal type of government. While the patronage of the city and its resident quarters have wonderfully grown, the good order has actually improved and serious crime does not exist.

The result is attributed mainly to three things:

First—A public police force, aided by a publicly authorized private police force. These are instructed to use their authority to prevent disorder and crime as their first duty, and punishment for disorder as their second duty.

Second—A reliance on personal responsibility in all Venice residents, merchants and visitors. While holding them thus personally responsible, liberty and freedom is granted to each and all.

Third—The large number of orderly attractions furnished at reasonable cost, by which rest, recreation and amusement are supplied to both residents and visitors.

The great patronage of Venice enables the city to constantly bring in novelties, special attractions, such as aeroplane flights, fireworks, games, shooting contests, dog shows, flower festivals, and various interesting events splendidly planned and carried out. The Annual Decoration of the Sea, with the naval militia and naval veterans, is one of these. The weekly children's parties in the pavilion is another. All of these are free and without cost to the residents or visitors. The city maintains all of the year a really great band that gives two free concerts a day.

All of these, combined with expensive and varied decorations, beautiful lighting, restrooms, cleanliness and public conveniences, could only be maintained by a great and reliable patronage. This patronage could only be maintained with a guaranteed good order in a community like Southern California.

The theory on which this entire policy is based is that human beings are naturally social. If human beings are naturally social, they must be naturally good. Disorder and crime, then, must be due to conditions unfavorable or prohibitive of natural sociability and natural goodness. To the extent, then, that conditions favorable to sociability are established and maintained, is good order, good fellowship and good health. All of these Venice has secured.

Watchfulness and care are indeed a constant need in Venice as everywhere, but good order in Venice now maintains itself.

The American people are living at high pressure, far higher than prevailed a few years ago, and higher than that in the lives of their ancestors.

All the world demands a relief from the life-struggle from time to time. The higher the pressure the greater is this demand for diversion. If reasonable and orderly diversion is not permitted or provided to man, he finds unreasonable and disorderly diversion injurious to himself, and may even take this demand out in killing or even burning people alive. Fanaticism is one dangerous form it takes. Low, secret and vulgar courses are the other extreme.

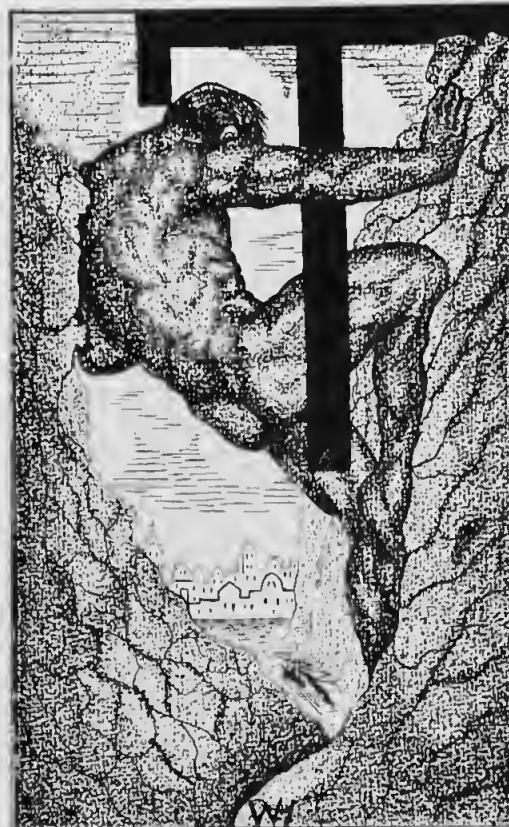
Under this theory freedom is deemed absolutely essential to the development of character and the full realization of personal responsibility in man. Opportunity for the full use of all productive faculties is the first need of a progressive condition and improved human beings. The second need is the opportunity for relaxation and relief from the stress and strain of work, change and progress.

Discontent, disorder and decadence in men and communities has been the invariable outcome of the curtailment of either of these human needs.

The experience of Venice and its standing record happily prove that freedom in the second of these strengthens the security of the community, insures good order, promotes sociability and contentment, and makes a progressive city with good churches, the finest schools and happy homes. All of these Venice has.



GREEN MEADOWS AND SNOW-CAPPED MOUNTAINS IN SOUTHERN CALIFORNIA



HIS, the most colossal project the modern world has ever known, is now completed at a cost of nearly \$500,000,000.00.

The conception, obstacles, construction and general history is both entertaining and instructive and of interest to all the world.

Transit across the Isthmus of Panama has been a question of moment ever since the planting of Spanish colonies in the Western Hemisphere. The scheme of piercing the isthmus by an interoceanic canal was suggested as early as 1520, and again by Champlain later in the sixteenth century, but the idea did not attract serious attention until the nineteenth century. After 1828 various surveys and explorations were made with the view of determining the feasibility of such a canal. Different routes were suggested as available, but in process of time, all save two—those of Panama and Nicaragua—were eliminated from consideration. After the discovery of gold in California in 1849 an American company established a provisional transit route by means of stage and boat across Nicaragua and formulated some plans for completing the system by the construction of a canal. These plans were not carried out, owing to various complications, some of them of an international character.

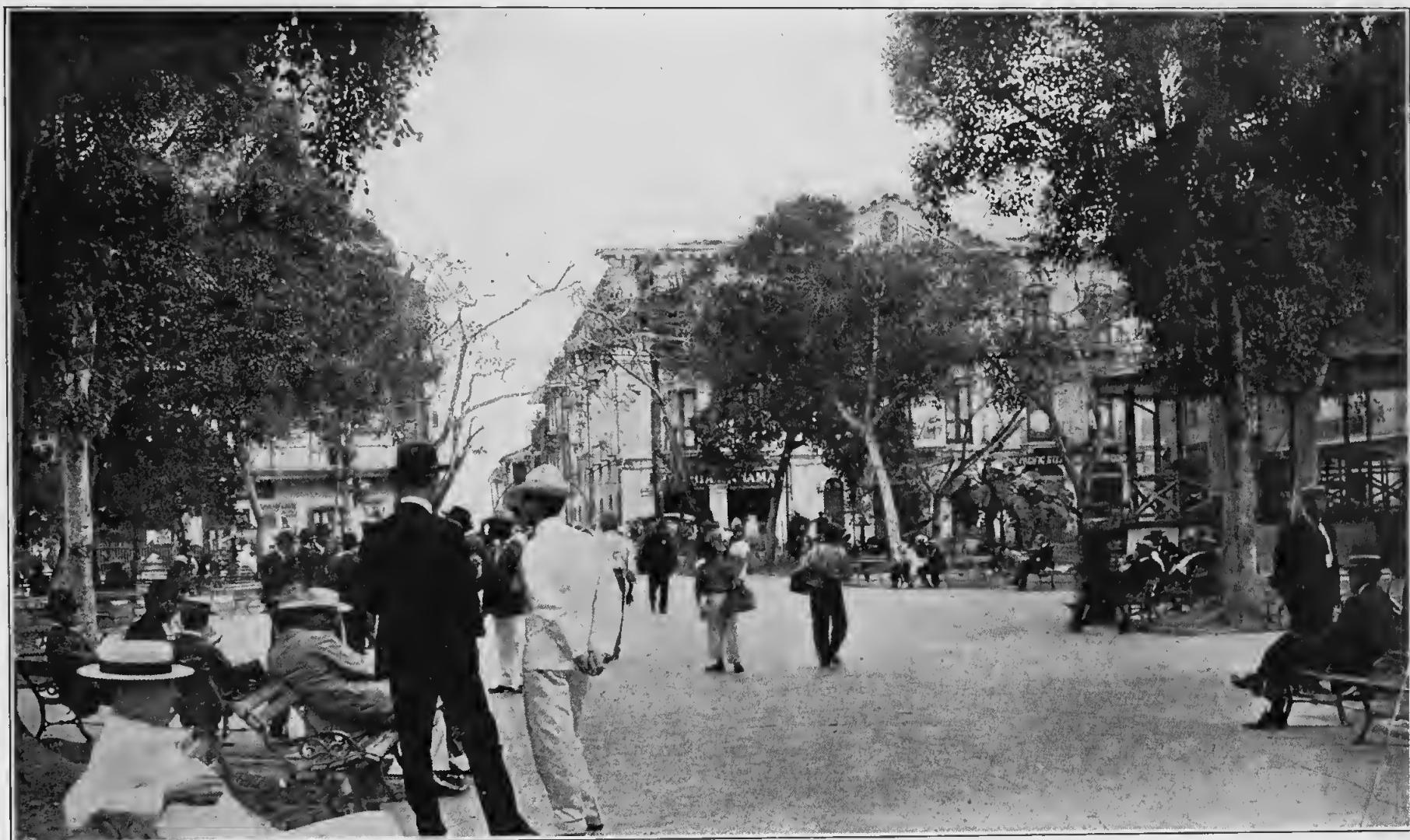
It was at this time that the Bulwer-Clayton treaty was made between the United States and England. Since that time there have been a number of projects for building a canal by the Nicaragua route. In 1872-75 very complete surveys of both the above named routes were made by the United States, and the results of these examinations pointed to the superior advantages of the Panama route. Before any decisive action had been taken by

the United States, a Frenchman named Wyse secured from the Colombian government a concession for building an interoceanic canal. The surveys and explorations made by Wyse had been hasty and incomplete, but, armed with the Colombian concession, he returned to France and secured the interest of Ferdinand de Lesseps in the scheme. Thru the latter's invitation an international scientific congress met at Paris in May, 1879, to consider the question of an interoceanic canal. The decision of the congress was in favor of the Panama route. It should be noted that the American delegates refrained from voting.

A Panama Canal company was now formed, with M. de Lesseps as head, and the Wyse concession was purchased. De Lesseps visited the isthmus, announced that the canal was practicable, and an "international technical committee" estimated the cost at \$169,000,000. The shares were rapidly taken in France, and the work of construction was begun in October, 1881. The canal was to follow much the same route as that of the railway from Colon to Panama. It was to be a sea-level canal, having a depth of 29.5 feet and a bottom width of 72 feet, with a length of about 47 miles. Later the company was forced to admit that a sea-level canal could not be built in the time specified with the money available, and plans for a lock canal were substituted. The French company made many mistakes, met with many discouragements, and finally abandoned the work for want of funds, in March, 1889. Provisional administrators were appointed for the sale of shares and bonds, mainly to people of small means in France, and finally by the French government. In 1894 a new company was formed which obtained a concession for ten years, extended in 1900 for six years, so as to terminate in April, 1910, by which time it was estimated the canal could be finished. Twelve miles of the entire length of the canal had been so far finished by the French companies as to be navigable. This did not, however, include the more difficult portions of the work, and the sentiment was pretty well established that the French company would not be able to carry the work to a successful conclusion.

Soon after the close of the Spanish-American war the United States announced its intention to undertake the building of an interoceanic canal, and entered into a treaty with Great Britain providing for the neutralization of the canal by whatever route it might be constructed, and for its use on equal terms by vessels of all nations. On January

4, 1902, the French company offered to sell to the United States all their rights and property on the isthmus for \$40,000,000. In view of this offer, the United States Isthmian Canal Commission recommended the Panama route. On January 22, 1903, a treaty between the United States and Colombia was signed, whereby the United States was to receive a lease of the necessary strip of land for 100 years, renewable at the pleasure of the United States. This treaty was rejected by the Colombian Congress in August, 1903. Then followed the establishment of the Republic of Panama. A canal treaty with the French coursed, and various schemes were advanced for rehabilitating the company. Up to that time the work is said to have absorbed \$260,000,000, obtained between the United States and Panama. A treaty with Panama was signed on November 18th, 1903. It provided for the construction and maintenance of the canal, as follows: Panama grants in perpetuity the use of a zone five miles wide on each side of the canal route, and, within this zone, the exclusive control for the police, judicial, sanitary and other purposes. Other territory is ceded for subsidiary canals. For the defense of the canal, the coast line of the zone and the islands in Panama Bay are ceded. The cities of Panama and Colon remain under the authority of Panama, but the United States has complete jurisdiction in both cities and in their harbors in all that relates to sanitation and quarantine. In return for these grants the United States paid Panama \$10,-000,000 on the ratification of the treaty and will pay \$250,000 yearly, beginning after nine years."



THE CATHEDRAL PLAZA, PANAMA

Following the ratification of the treaty between the United States and Panama, the President appointed an Isthmian Canal Commission to take charge of the construction of the canal and the government of the Canal Zone. This commission remained in office until April, 1905, when a new commission was appointed. A Board of Consulting Engineers was appointed on June 24th, 1905, composed of eminent engineers of the United States, England, France, Germany and the Netherlands. The foreign representatives on the advisory board were appointed by their respective governments on the invitation of the President. These engineers were to consider and decide the type of canal to be built.

#### BENEFITS FROM THE CANAL.

In 1879 President Hayes declared that "an interoceanic canal across the American Isthmus will essentially change the geographic relations between the Atlantic and the Pacific Coasts of the United States and between the United States and the rest of the world." Another authority, C. H. Forbes Lindsay, in his recent work, "Panama," says: "America will always be the greatest beneficiary of the advantages accruing from the use of the waterway. The benefits will not be confined to any one locality nor to any one class of her people. Each section will feel the impulse of new markets for its products. The advantages arising from cheaper labor and shorter routes which European

producers have had over those of the United States in competing for South American and Oriental trade will no longer exist. New railroads will be built and new steamship lines will be established to carry on the exchange of commodities between this country and South America, whose ports will then be 3,000 miles nearer to our markets than to those of Europe. The new and shorter route to Australia and the Orient will mean inestimable commercial advantages, possibilities of expanded trade and intercourse with distant peoples. It is not only possible, but probable that within a few years an inland ship canal will connect the Great Lakes with the Mississippi river. Then ocean steamships will carry the products from the Gulf of Mexico and via the Panama Canal to the Pacific and Asian ports.

Altho designed primarily for commercial uses, the construction of the canal will have important political results. It will afford increased facilities for military movements, and it will become, as President Hayes professed, "a part of the coastline of the United States." The need for this short route from one coast to the other has been felt by the United States ever since the acquirement of territory bordering on the Pacific Ocean. That the time has come



GREAT STEAM SHOVEL CUTTING THE GREAT WATERWAY THROUGH THE MOUNTAINS OF PANAMA

when it could no longer be safely postponed was forcibly demonstrated when the battleship Oregon, on the outbreak of the Spanish-American war, made the journey from San Francisco to join the Atlantic fleet. The completion of the canal will bring San Diego within eleven days of New York by steamers making sixteen knots an hour, and San Francisco about fourteen days. Then the fleets of the United States navy will be able to concentrate at any threatened point in a few days, instead of requiring several weeks for the operation.

There are other aspects of the good which will accrue to the United States from the building of the canal which are already felt. The work of construction—from the very day when the commission took possession of the zone to begin the work of sanitation and preparation for the great engineering feat to follow—cannot but interest, inspire and broaden the people of the whole land. To conquer the difficulties which have daunted other nations; to turn the danger spots of tropical swamps and disease-breeding regions into clean, healthful and attractive localities, where workmen may live in comfort while prosecuting their task; to watch the progress and final triumph of intelligent, honorable energy over material and moral obstacles, these are experiences which will quicken and refine American character.

It is believed by the most enlightened men of the age that the completion of the Panama Canal will be a boon to all nations of the earth, that the commerce of all will benefit by it, and that the increased facilities for intercourse and legitimate competition in trade will create healthy, human sympathy among the nations, and enlightenment which will make for universal peace.

President Roosevelt, in a special message to Congress on December 17, 1906, thus summarized his views of the canal and of the men who are building it:

"Of the success of the enterprise I am as well convinced as any one can be of any enterprise that is human."

It is a stupendous work upon which our fellow countrymen are engaged down there on the isthmus, and while we should hold them to a strict accountability for the way in which they perform it, we should yet recognize with generosity the epic nature of the task on which they are engaged and its world-wide importance. They are doing something which will redound immeasurably to the credit of America, which will benefit all the world, and which will last for ages to come."

## THE REPUBLIC OF PANAMA

The Isthmus of Panama was visited by Alonso de Ojeda in 1499, and coasted by Columbus in 1501-1502. It was organized by Spain as the Province of Castilla de Oro in 1509, and became part of the kingdom of New Granada. It remained Spanish territory until 1819, when it achieved independence from Spain. It then passed thru many vicissitudes and changes, at one time being a member of the Granadian Confederation and then of the United States of Columbia. On November 4, 1903, it asserted its independence from the Colombian government, and the de facto government immediately recognized by the United States government and later by the leading governments of Europe.

The defacto government of this new state consisted of three officials, styled consuls. These consuls exercised the functions of President of the Republic, and there was a council of six ministers representing various administrative departments. A constitutional convention, elected on January 4, 1904, met on January 15 and chose a president of the republic.

**POLITICAL FEATURES**—The Republic of Panama, formerly a department in the Republic of Columbia, was established November 3, 1903. It has a centralization republican form of government which applies to all parts of the isthmus, excepting the Canal Zone.

The executive authority of the government is vested in a president, elected by popular vote for a term of four years. He is assisted by a cabinet of four members.

The law-making branch of the government is a single body, the National Assembly consisting of deputies elected for a term of four years. The Assembly meets every two years, and its powers conform to those vested in all republican assemblies.

Panama is divided into seven provinces, each administered by a governor. The provinces are in turn divided into municipal districts, administered by popularly elected municipal council and by a mayor.

The administration of justice in the Republic of Panama is vested in a Supreme Court, Circuit Courts and other inferior tribunals established by law.

**AREA**—The extreme length of Panama is about 480 miles and its width from 35 to 110 miles. The total area is about 31,570 square miles.

**POPULATION**—The population is about 350,000. The inhabitants are largely of mixed races.

**TOPOGRAPHY**—The surface is generally mountainous; the mountain system is made up of loosely-connected ridges and spurs of various names. The most westerly of these ranges, the Chiriqui Mountains, has a mean elevation of 6500 feet. The principal peaks are Mt. Chiriqui, 11,265 feet and Mt. Blanco, 11,740 feet. Farther east the mountain system receives the names of Veragua Mountains, of which the principal peaks are Mt. Santiago, 9275 feet, and Mt. Tula, 5000 feet. Several short ranges project toward the Caribbean shores and south to the Pacific. Midway between the eastern and western extremities of the country the mountain system is broken by the Culebra Pass, about 300 feet above the sea. East of the Culebra Pass the mountains gradually increase in elevation, culminating in the Darien Mountains, in which one or two peaks reach an altitude of 3000 feet.

**COAST LINE**—The coast line of the Atlantic side is 478 miles long and the principal ports or bays are those of San Blas, Chiriqui and Almirante. The coast line of the Pacific side is 767 miles in length, and the principal ports or bays are those of San Miguel, Panama, Parita and Montijo.

**RIVERS**—Panama is intersected by numerous rivers, of which the Chagres is the most important. It rises near the center of the republic, flows southward for over 100 miles, and empties itself into the Caribbean Sea.

**CLIMATE**—The climate of Panama is tropical, with excessive humidity. Dry season, January to April; wet season, May to December. Mean annual temperature, 80 degrees, with maximum and minimum of 100 degrees and 60 degrees, respectively. Hottest months, December to March. Annual rainfall, 40 to 155 inches, depending on the locality. It is heaviest on the Caribbean coast, and decreases as the Pacific Ocean is approached. Northeast winds prevail during the greater part of the year, being strongest during the dry season. Southeast winds prevail during the wet season.

## SEMI-TROPIC CALIFORNIA

**PRODUCTS**—The soil is fertile and the climate favorable to agriculture, but less than one-third of the country is occupied, and but a small section of the occupied portion systematically developed. Bananas form the most important product. Coffee, cacao, tobacco and cereals are grown. Rubber is collected in the mountains and cotton, indigo and tropical nuts and spices all grow both wild and in cultivation. There are extensive forests and valuable timber which will add to the wealth of the country. Stock-raising is carried on to a limited extent.

**MINERAL RESOURCES**—The mineral resources of Panama are almost wholly undeveloped. Gold, salt, copper, iron, coal and mineral waters, are found in the different parts of the country.

**INTERNAL COMMUNICATIONS**—The Panama Railroad, owned and operated by the United States, is forty-seven miles long, and connects the cities of Colon and Panama. This is the only railway on the isthmus, and until now was the only means of transportation for both passengers and freight between the coasts. There are practically no highways in the country except crude roads and trails in the vicinity of the larger towns.

**RIVERS AND COAST SERVICE**—The Chagres River, the largest stream in the country, is navigable from its mouth to Gatun; in times of flood it may be ascended by small craft to a distance of thirty miles. Small sailing vessels provide transportation along the coast.

The history of Panama reads like a romance and now that it is coming into prominence and close communication and commercial relationship with the world and especially the United States much of that history will be of greater interest than ever at this time to Americans.

Panama at one time a State of New Granada, declared her independence, but reunited with the republic and became one of the States of the United States of Columbia.

The City of Panama sheltered the '49ers during the mad rush from the East in 1849 to California for gold. Many of these seekers for gold found graves on the Isthmus of Panama. But the movement was the making of California.

The Panama Railroad, an enterprise by the rich and noble house of the Aspinwalls, was opened in 1855. The summit of the railroad is some 250 feet above the level of the sea. The distance is forty-seven miles and the fare over it about \$20.

Pim, in his "Gateway to the Pacific" thus describes this great achievement:

"The work was commenced in January, 1850, and was finished on January 28, 1855, having occupied five years in completing. The nature of the country thru which the line of road had to be carried was calculated to strike the hardiest speculator with dismay. The first thirteen miles from the Atlantic led thru deep swamps covered with jungle, full of reptiles and venomous insects. Farther on the line ran through a rugged country, over rapid rivers and all sorts of impediments, and after passing the summit descended rapidly to the Pacific. The climate also was sultry, beyond almost any other part of the world, while during the wet season the rains descended in a perfect deluge; moreover, to crown all, the resources of the country were found to be nil, or nearly so, and consequently everything, especially labor, had to be imported. Despite all these obstacles, the undertaking was commenced, and under the able superintendence of Colonel G. M. Totten one of the boldest and grandest enterprises of modern times successfully completed.

"The total length of the road is 47 miles 3,020 feet. It runs on the right or easterly bank of the Chagres as far as Barbacoas, where it crosses the river by a bridge 625 feet in length, 18 feet in breadth, and 40 feet above the mean level of the river. This bridge is of wrought iron, and is exactly midway between Aspinwall and Panama; and it is not a little singular that the bridge thrown across the Nile between Alexandria and Cairo is also exactly halfway. In other words, both the great isthmus transits of the world are intersected at half their length by a large river. The Barbacoas bridge is of six spans, built of boiler-iron, with a top and bottom chord two feet in breadth and one inch in thickness, joined by a web of boiler-iron nine feet in height at the center and seven at the ends. The rails are laid on iron floor-girders three feet apart, and the whole structure is supported by five piers and two abutments twenty-six feet wide and eight feet in thickness, increasing in the proportion of an inch to the foot down to their foundations, which are constructed of piles and concrete.

"The highest point of the line is 37 $\frac{3}{4}$  miles from the Atlantic and is 263 feet above the level of that ocean. The maximum grade on the Atlantic slope is one in ninety; on the Pacific descent it is rather more—viz., one in eighty-eight.

"Of the road, 23 2-5 miles are level and 24 3-5 straight, but there are some very abrupt curves. There are no less than 134 culverts, drains, and bridges of 10 feet and under, and as many as 170 bridges from 12 feet span to 625 feet span.

"The line is only a single one, but there are four very commodious sidings, viz., one at Gatun, 7 $\frac{1}{2}$  miles from Aspinwall; one near Barbacoas, 22 miles; one at Matachin, 30 miles; and one at the summit, 37 miles.

"Experience has proved that there is no difficulty in keeping the line in order at a reasonable expense, but, on the contrary, that it continues in better condition than similar works in other latitudes, where the climate appears to have a more injurious effect than within the tropics.

"Stations occur every four miles; the house is the residence of the track-master, who, with ten laborers, has charge of the intervening mileage. The road is kept in perfect order by these men. There are twelve track-masters and 120 laborers in the employ of the company, solely to look after the security of the line. Their wages are: Track-masters, \$3 per diem; laborers 60 cents.

"The staff of the company is not very extensive, the civil engineers, with their assistants and managing clerks, constituting the greatest expense. The strictest economy consistent with efficiency is practiced. For example, there is an

excellent locomotive shop at Aspinwall, in which the engineers and stokers, when not at work on the railroad, are employed; and it is said that the business done in effecting the necessary repairs for steamers calling at the bay almost support the engineering staff and working locomotive expenses of the company.

"A substantial telegraf is establisht between Aspinwall and Panama. There are twenty-six posts to the mile, constructed in the following manner: A scantling four inches square, of pitch-pine is incased in cement, molded in a cylindrical form tapering toward the top, and sunk four feet in the ground.

"The total expenditure of the Panama Railroad Company amounted to \$7,407,553, which is very nearly \$160,000 per mile—an expense below the average of the English lines. Very few undertakings have paid better than the Panama Railroad."

The market of the City of Panama is still a wonder. Oranges, limes, breadfruit, pomegranates, melons and luscious fruits with names hard to pronounce, and nearly all the vegetables of the world are to be found there.

The new importance of Panama will interest the lovers of educational enterprises in Christian lands. In Porto Rico, which stands guard, as it were, over Panama, have been developed large missionary enterprises, in which Rev. Dr. Drees, formerly an able and accomplitsh missionary of Argentina and South American Methodist missions, is a leader. Efforts will doubtless be made to bring Panama under American school influences, but the educational workers should immune against the Chagres fever.

The tourist should visit the Isthmus in the winter season, should protect himself from the midday sun and the evening air, should not heat his blood by over-exertion, and should be strictly temperate. Such travelers will not be likely to contract the Chagres fever, or if they should be temporarily housed by chills and fever they will soon throw off the infection.

Sunset at Panama is a splendor such as is to be seen in but few other places in the world. The bay is shallow, and near it the Pearl Islands gleam on the sea. The sun near the close of the day seems to change into fire. It drops suddenly into the great Pacific, whose floor is like a sea of "glass mingled with fire." The afterglow arises like a wall of flame, and arch of living light, which spreads over half the heavens, the ocean, and the bay. For a few moments the world seems transfigured. Then the magnificence dissolves and fades, the black wing of night shuts out all distant objects, and the stars come out.

As the days passed along and the time approached for the opening of the great Panama Canal the interest in that tropical country was constantly increasing and all available information concerning it is sought for by the people of all parts of the world. It is the mission, therefore, to set forth this information from the most authoritative sources, feeling that the same will be both interesting and instructive.

There are many things about the isthmus and its neighboring regions that many people should know—places whose names are hardly familiar that will soon become of common use, as well as new words and allusions to local customs and manners.

What are the neighboring regions of Panama? Two of them are wonderfully interesting. Chiriqui, on the northwest coast, in the middle of the last century excited the curiosity of the antiquaries by the search then made there for gold in graves and by the finding of golden frogs. The frog among an unknown people who once inhabited the land seems, like the scarab of Egypt, to have been an emblem of immortality. Golden frogs were deposited in graves and were held sacred there. These began to be found near the time of the California gold-fever and caused a number of adventurers to go to the place of auriferous graves.

The principal town of Chiriqui is David (Davith). It was formerly one of the few comparatively healthful towns of the Isthmus. On the opposite coast in Veragua and the great lagoon of Chiriqui. Columbus was made Duke of Veragua, and the lagoon of Chiriqui was held to be one of the safest and most beautiful ports of the world. In this region rises the great volcanic mountain of Chiriqui, some 11,000 feet high. This country is very beautiful; its trees are often gardens of orchids which depend from lianas; great mahogany groves are there, and "india" rubber trees. Experiments are making in raising "india" rubber on the Mosquito Coast. Here the most luscious fruits abound, gay and gorgeous birds are everywhere to be seen, and monkey colonies in the high trees. Parts of this vast region beyond David are comparatively healthy, but the lowlands are infested with insect pests. Coffee plantations are likely to multiply there since the opening of the canal. It is but a short distance by the sea from Panama to the port of David.

The names of the industries in these regions will need soon to become known. The banana or plantain grove is sometimes called a plantana; a coffee farm sometimes a cafetal or cafetele; cocoanut rows, a cocal. Farms or ranches in Latin lands, especially in the south as far as Argentina, are called ranchos and estancias. A coffee-house, a caffaria. A public house is called a fonda; a tavern, a taberna or posada is common to all Latin-American countries. The Panamanians are locally Panaminos.

Costa Rica is the land of coffee and bananas. The coffee plantations around her beautiful capital, San Jose (Hose), look like seas of green, as bananas and plantains are set between the rows of coffee bushes to shade them. One may see enough green bananas piled along the roads to supply a city like New York. The fruit is cut to give a more powerful expanse to the leaves for the purpose of shade. The coffee bush has white fragrant blossoms and red berries.

Tho the names of Panama and Darien were once interchangeable, now Panama stands for the strip of the isthmus between Colon and the city of Panama. It stretches along the Chagres River and is a hilly jungle. The town of Cruces marks the head of navigation on this river. The Isthmus of Darien is a term associated with the south region of Panama, where were the golden cities of Porto Bello—"near Porto Bello lying."

Castilla de Ora and the lost town of the Gulf of Darien, whence flowed the Atrato River, were on the southwest, in the American meridianal.

The Chagres River, which flows thru the Isthmus of Panama almost to the city of Panama, is turbulent and fitful, now high, now low, and is here and there walled with gorgeous flowers and carpeted with lilies. It is one of the most malarious rivers in the world; it poisons while it delights. The snakes there are as poisonous as the sun-birds are splendid. The river gives the name to the common disease of Panama—the "Chagres fever."

A province of Colombia on the southwest of Panama is called Choco. There the Atrato River so nearly unites with the San Juan of the west coast that an enterprising priest nearly a hundred and fifty years ago caused a small canal to be made and so united the two rivers as to drift cocoa from the Pacific Coast to the Atlantic. So there has already been a Darien Canal.

In the high regions of Colombia, old New Granada, are fine cocoa plantations. Colombia raises the finest cocoa in the world. There are likely to be developed great industries in the luscious beans since the opening of the sea-gates and the union of the two oceans.

The region of Choco abounds in impenetrable forests. The Atrato River overflows at certain seasons of the year and seems movable. Here people sometimes dwell in lofty trees, and when they kindle a fire at night in the tops the light resembles lighthouses. These regions were more famous in the days of the Darien scheme than now, but promise to become active again.

Puerto Cabello—the Port of the Hair, so called because it is so placid that it would require only a hair to anchor a ship—is connected by railway with Valencia, a city of the northern Andes, said to be one of the most beautiful places on earth. Cocoa and coffee plantations and groves of citrus fruits look down on the purple sea.

The names applied to the regions of the Andes should be familiar. The tablelands are known as llanos, paramos, mesas, punos. The hot lands are called tierras calidas; the temperate zones, tierras templadas; the cold mountain regions, tierras frias; the ravines, quebradas.

Off the new city of Panama (for Panama the Golden, which was sacked by Morgan, was some five miles from the present Panama) lies the Las Perlas, or Pearl Islands. These were once famous for their pearl fisheries.

With some of these names and terms one will need to be acquainted to follow intelligently the work of the building of the canal.

Again, the morality of these South American places is said to be as high as New York, Paris or Rome. Many of these people go to the cock-fight, some of them gamble, they will not work like people of northern lands, but they do respect each other's right and are most happy in making others happy. The brutality of the bull-ring and the cockpit is disappearing.

The North American will find a welcome hand, as a rule. He may carry higher ideals there, and a better education, and he may himself learn there the true manners of the heart that tend to human happiness.

The history of liberty in the Andes is one that might have adorned Plutarch's pages had it been a part of the classic past. The wedding of the oceans means much to both the lands under the Orsus Major and the Southern Cross.

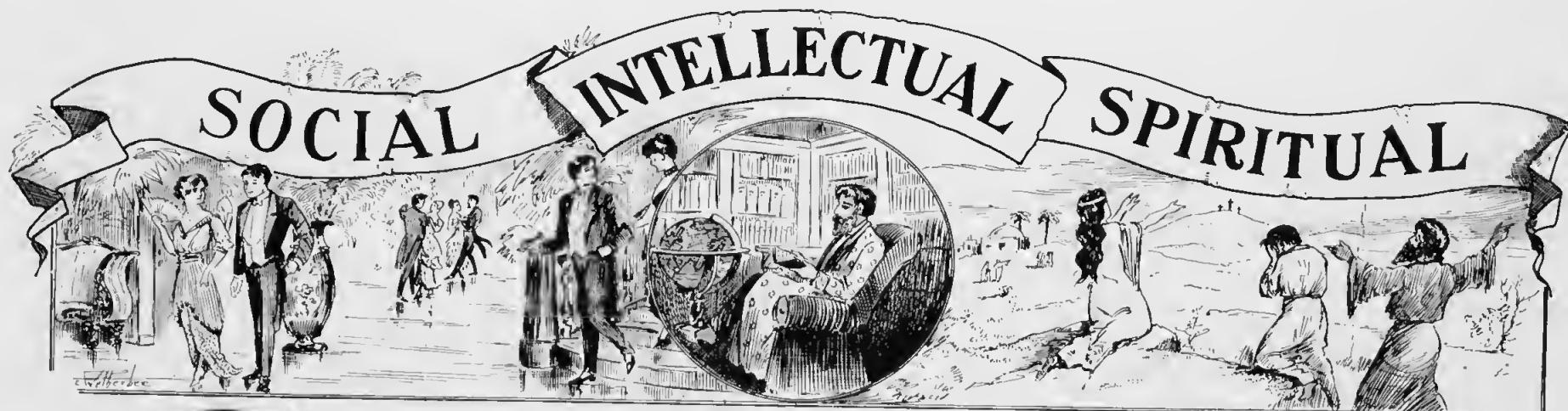
The old naturalists' books on Panama, like Waer's, picture the regions of two deserts and of Veragua as a wonderland of fruits, flowers, birds, and animals. Parrots arose in clouds that shadowed the sun, there were monkey towns in the trees, the rivers were carpeted with lilies, and the old trees were gardens of orchids.

Of the Panama Canal the average mind can scarcely grasp or comprehend the magnitude of this maritime and commercial project, the most stupendous in the history of the world. The cost of construction, the appalling sum of \$500,000,000.00, is also incomprehensible to all but millionaires, and few, even of those familiar with commercial conditions, may realize the extent of the benefits to be derived, from this great artery of navigation, to the commerce of the world and especially to America.

Now completed a third of a century has elapsed since the actual work on the canal began—away back there in 1881; the project, however, was conceived early in the sixteenth century. After an unsuccessful attempt and the expenditure of \$260,000,000.00 by the French government, during a period of eight years, it then fell to the honor and profit of the United States to complete the work, which has been done with an expediency and a wisdom characteristic of true Americans.

At and prior to the time of the beginning of this enterprise the country now known as the Panama Canal zone was an almost impenetrable tropical wilderness, abounding in noisome marshes, swamps and lagoons, together with a number of streams and rivers, most of which and especially the latter becoming, during the rainy season, raging torrents, covering, with their waters, the low lands for miles about on either side, driving often for refuge the natives into rude dwellings constructed among the branches of the trees. In the winter (the summer time in the northland) the heat is intense and the extreme humidity attending the torrid temperature adds greatly to the discomforts of living and was the cause at one time of the prevalence of malaria, a species of which was the dread and usually fatal disease known as the Chagres fever, which derived its name from that of the chief river of the zone and which flows into and forms a portion of the canal. But conditions have materially changed and improved since the advent of the Americans, who have inaugurated a system of sanitation and drainage which has dispelled much of the humidity until now and for some time past when the country in most localities is more habitable and at some seasons of the year the climate is delightful, especially in summer, the winter time of the equator.

The benefits accruing from the canal will undoubtedly be greatest to the United States, yet to the Canal Zone will come much of prosperity therefrom, the towns and villages now there will become cities, the fertile lands made to yield rich and abundant harvests under cultivation by intelligent husbandmen, while the hills will give up their store of precious metals and lustrous gems.



SOCIAL advancement in the west has kept pace with all other features of progress.

In matters of refinement, erudition, art and the sciences in modern civilization Southern California takes rank with the older world and in fact is far in advance of many other localities. The day of the sombrero and six shooter in California has long since passed into the history of the pioneer period. The baillie has been superceded by the soiree dansant and the quilting bee has been forgotten in the teas and talks of the women's clubs. Were it not that the silk hat is now taboo in the work-a-day world every day it might be in vogue here today. However that

may be, the same niceties of dress observed in the effete east are to be recognized here among the cultured, the proportion of which to the population compares favorably with that of any other locality on the continent. The percentage of well-to-do and wealthy people in California is greater than that in many of the large cities beyond the Rocky Mountains. Naturally the social functions of this class are of a highly artistic character here where wealth and beauty abound. The fashions in dress both for women and men are as scrupulously observed as in the gay metropoli of the Atlantic coast or foreign countries.

In the matter of education the facilities for mental culture are unsurpassed. The public school system upon the coast ranking with that of any other state, while the numerous academies, seminaries and colleges are of the highest order, many of which being celebrated as among the most prominent institutes of learning in the world and in which in the past have been graduated many students from all portions of the United States.

In respect to art it may truthfully be said that not only in the large cities of the Pacific coast, but in many of the provincial towns thereof are located many celebrated artisans, a large percentage of whom have been attracted from other localities by climate, scenery and other attributes and conditions, the vocalist, the artist, the sculptor, all find in Southern California the essential elements and themes in Art.

Literature, too, has for its niches in the Hall of Fame many of the world's greatest literati dating back from the days of Helen Hunt Jackson, whose *Ramona* is reputed one of the world's most popular and widely read historical romances.



Spiritually this Southland is particularly blest. The moral and religious tendencies of the people are especially worthy of note and thruout the land in village and city are numerous houses of public worship from the unpretentious "meeting house" to the towering temples of the affluent.

Hence Southern California may be ac-  
the cultured, since all the environments of the  
physically. The delightful climate, the pic-  
flowers, all combine to create an atmosfere  
this well-named "Garden of the World."

This condition, so readily apparent here to  
comment, as the words "far west" were once  
pressions formed of conditions in conformity  
thru ocular presentaions such as are ever

Good manners, even in the middle and  
eign element, preponderate, and it is not un-  
in the words and acts of the unlettered whom  
the poppy and the poinsettia.

cepted absolutely as a most ideal abode for  
land are conducive to refinement mentally and  
turesque scenery, the birds and fruits and  
of culture which permeates the life of man in

the stranger, is more than markt and impells  
synonymous with "wild west," and the im-  
therewith are not easily eradicated except  
in evidence here.

lower classes, and to some extent in the for-  
common to note the little details of etiquette  
we meet daily in our public life in the land of

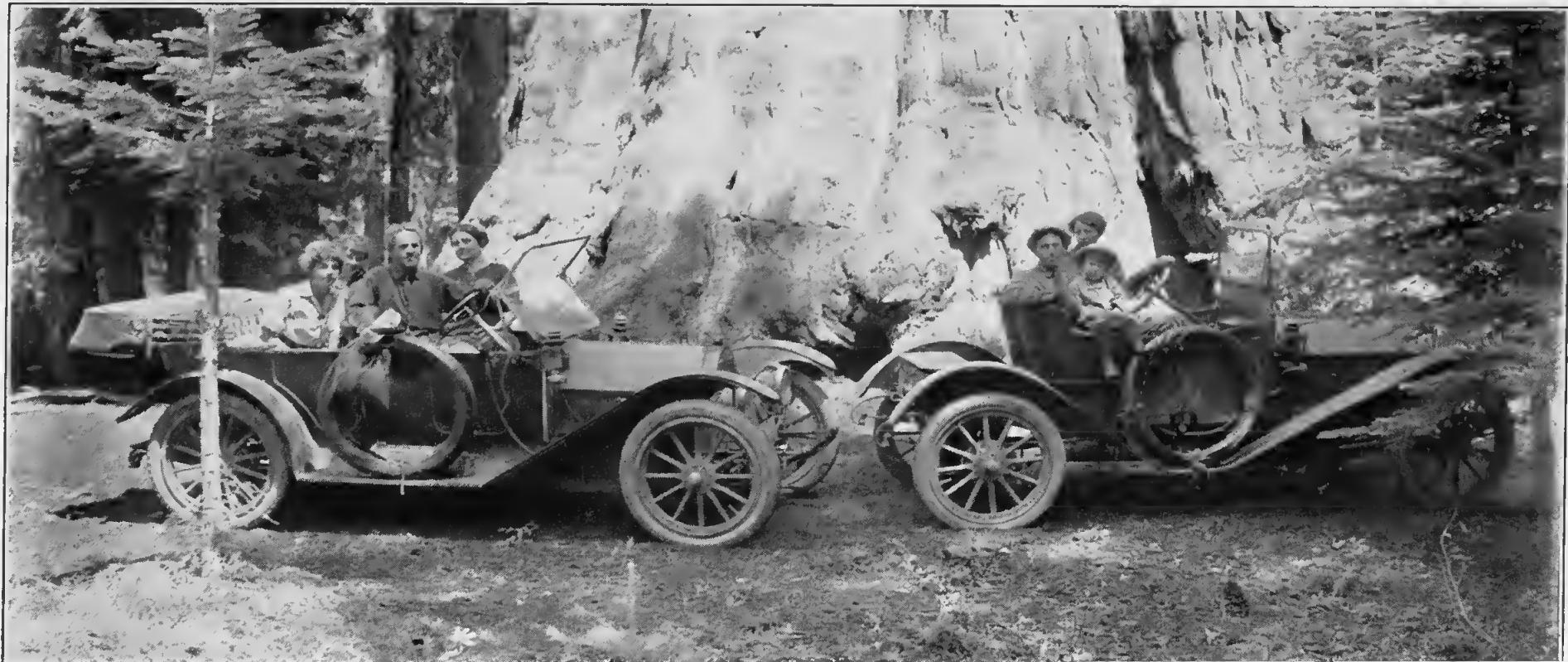


A TYPICAL SOUTHERN CALIFORNIA TREE BORDERED THOROFARE



UT ON the shores of the Pacific Coast is the playground of the world. Nowhere in Christendom is there a country better adapted to the pleasure of her people. Those who enjoy yachting and bathing need only to seek the ocean near at hand; the sportsman will find rare sport in fishing, either for salt water fish or for the speckled beauties so numerous in the mountain streams, or if he prefers the gun there is an abundance of wild fowl and other game, from the timid hare to the ferocious bear. The forests and mountains have an unlimited supply.

At the beach resorts which are numerous and embracing Redondo, Newport, Huntington Beach, Long Beach, Venice, Ocean Park, Santa Monica and Santa Barbara together with the strands of Coronado at San Diego and La Jolla, Ocean Beach, and Oceanside, near San Diego, surf bathing is indulged in practically every day in the year, while at most of these resorts there are many high class amusement features such as the Scenic Railway, games of all kinds, theaters, dancing pavilions, etc. Then there are ocean trips by speedy motorboats along the coast, as also fishing trips, whereby deep sea fishing is indulged in and considered the best in the world, especially contiguous to the Coronado Islands near San Diego, Catalina Island near Los Angeles and San Clemente, Anacapa and other islands not far away. About these fishing grounds some of the largest tuna, sea bass, yellow tail and other game fish on record have been landed by rod and reel.



BY A GIANT REDWOOD IN THE SEQUOIA FOREST

## MOTORING

California is the ideal spot of the Universe, especially for the motorists. This is true not only on account of the multiplicity of good roads and splendor of scenery but of the incomparable climate permitting this exhilarating pleasure practically every day thruout the entire year. For this reason the automobile is in more general use here than elsewhere, statistics showing that there is an average of one motor car to every twenty-four inhabitants of the state, in addition to which many wealthy visitors from the east bring their own favorite cars with them for their personal use during their sojourn here.



AN OLDSMOBILE BENEATH THE PALMS

During the past few years wonderful improvements have been made both in appearance and mechanical construction, adding largely to the beauty, simplicity and economy in cost and maintenance, enabling many to indulge in the convenience and luxury of the ownership of a motor car, denied to all save the affluent but a few years ago.

From early morning until dark the thorofares of the towns and cities are thronged with these ornate and speedy vehicles, the highways of the lands beyond are never free of them, while along the surf-washed shores of the coast or on the tortuous roads of the rugged sierras the purr of the auto engine and the honk of the auto horn are ever in evidence.

And what pastime is more enjoyable? Apparently there is none. The speed, the luxury and the novelty of it appeals to all, and the almost universal use of this gorgeous equipage serves to show that today all man is motor mad, and pardonably so.

With what delight the motorist at the wheel guides his throbbing steed of steel along the busy streets or spouts upon the boulevards beyond. What pleasure of outing is greater than a spin thru scenic lands, in canyons deep and mountains high?



THE HUDSON ON THE PALM DRIVES OF SUN LAND

In a degree the motor car has become a potent factor in the facilities of education, geographically at least since it affords a newer and more enjoyable means of travel—even extensively. Commercially also it has superseded the horse, and heavy hauling is now almost universally done by gas. Long live the auto.

Not only is the automobile a superior creation for pleasure and profit, but an invaluable agent for physical wellbeing, affording as it does a means for essential exercise and a life in the open, bringing more often the sedentary man of affairs in contact with nature, the first great *materia medica* of health.



THE STUDEBAKER SIX ON THE BEAUTIFUL SAN  
GABRIEL ROAD

Horse-racing has always been a popular sport and will continue to be, but for the superlative of thrills motor racing will probably never be excelled. Neither the sight of speeding steeds, aquatic or aerial contests, nor the gladiatorial exhibitions of ancient Athens and Rome, nor yet the inhuman spectacles in the bull rings of Old Madrid compare with the vision of a world of whirling wheels passing with the speed of thought or the deadly projectiles from the mighty engines of war.

And California is today the world's accepted speedway for the majority of the great motor racing events which invite many manufacturers and devotees of the sport to this hospitable land. Motor racing has also been instrumental in bringing out the many improvements in the motor machine and especially in respect to speed.

As automobiling has been instrumental in the creation of good roads, so too have good roads added largely to the utility of the automobile, and here it may be said in all truth that the highways of California are not excelled by those



A PATHFINDER AT THE HOME OF ITS OWNER

of any other state in the Union and equalled by but few. Most of the roads connecting the cities and larger towns are practically as smooth as the paved avenues of the metropoli, all which contributes largely to the convenience and comfort of motor touring in the Golden State. The exposition year of 1915 will therefore be marked by the extensive motoring between San Francisco, Los Angeles and San Diego as well as many intermediate points. Even into the fastnesses of the mountains and thru the rural lands the roadways are well made and well maintained. Motoring, in consequence, has become one of the most enjoyable features of hunting, camping and fishing expeditions.

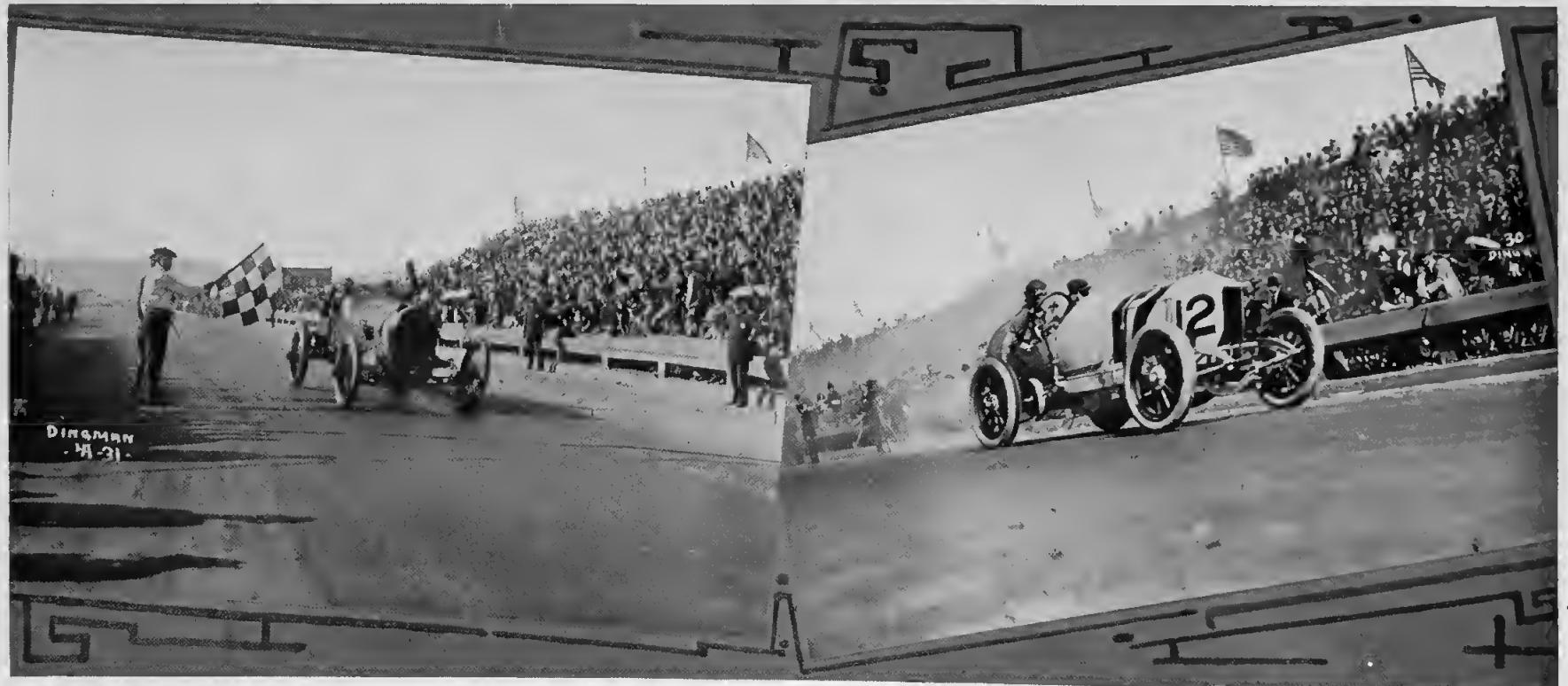
In recent years it has become possible for the man of moderate means to own a machine by purchase on the easy installment plan, and in doing so he curtails his expenditures for other and lesser pleasures. In a way, this is an incentive to economy and frugality and results in the acquisition of a property of value instead of the disbursement, for fleeting enjoyments, of hard-earned money that is gone forever and for which there is nothing to show.

Buying an automobile, therefore, is a wise investment, and like putting the money in a bank. The practice is becoming general and should be encouraged.

For the young man the ownership and use of an automobile is better for him, morally and physically, than the indulgence in pool and other demoralizing and expensive sports.



TOURING ALONG THE SHORES OF THE PACIFIC



SANTA MONICA ROAD RACES

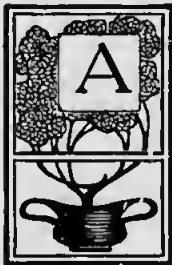
# PANAMA-PACIFIC EXPOSITION

AT SAN FRANCISCO

Opens February 20

# 1915

Closes December 4



S THE time approaches for the opening of the monster exposition at San Francisco, commemorating the opening of the Panama Canal, the practical completion thereof providing for the various departments, it is assured that on the auspicious day of February 20th, 1915, the world may be prepared to see one of the most gigantic, beautiful and educational expositions of this or of former times, at which time will be represented many of the great nations of the world or practically all but a few of the warring countries of Europe. At one time it was feared that this deplorable strife now would adversely affect the attendance at and exhibits of the exposition, but on the contrary, there is evidence that there will be a mighty concourse of people from everywhere, who will flock to this beautiful attraction.

From the opening day to the closing night of December 4th the beautiful grounds of this festival of the arts and sciences depicting the greatest achievements of man in the most progressive and enlightened age in the history of the world will be teeming with cosmopolitan multitudes seeking the best there may be in the pleasures and knowledge to be provided here as nowhere else in this year which will go down on the pages of the world's history as the most memorable of all ages.



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## HORTICULTURAL PALACE

The building will be 630 x 295 feet, and will be one of the most notable structures of the kind ever built, being composed almost entirely of glass; set in the west end of the south garden opposite the Palace of Education. Its glittering dome, 186 feet high, will be seen as one of the striking features by those who enter the Exposition from the tropical south gardens.

A description of this wonderful exposition with its massive and magnificent temples, reflecting the superlative of skill and genius in the art architecture of all time, in a setting of most picturesque landscape of green sward, flower and vine, in which are housed in variety of objets d'art and sciences innumerable, would require the space of a ponderous

volume, which in this work is unavailable at this time and it must be left to the imagination of the reader to picture to himself the beauties, grandeur and extent of the creations to be presented here. Among other features, however, of which a passing word may be offered is the employment of the

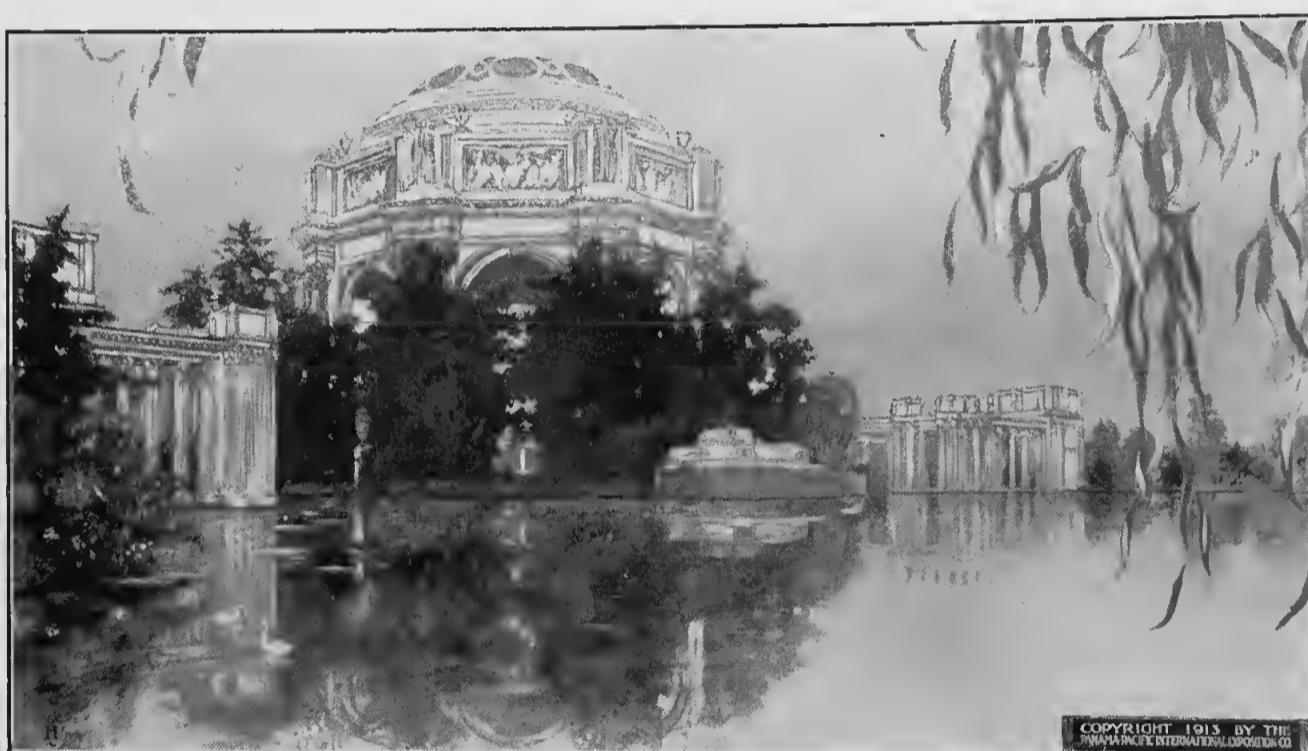
### WONDERFUL SYSTEM OF ILLUMINATION

An unique system of illumination, devised by lighting experts expressly for the Panama-Pacific International Exposition, will preserve the architectural and sculptural beauties of the palaces and courts at night, besides transforming the entire exposition into a wonderous fiaryland, where great shafts of light will flash from tower to tower, and wondrous colored jewels about the buildings and towers will throw a diffused glow over the grounds.

One of the most striking features of this illuminating scheme, will be what is known as flood lighting; the throwing of light from the outside upon the facades of buildings, in contrast to the usual plan of outline lighting.

Night will be nearly as bright as day at the exposition, while the effect of the glittering illumination will be resplendent and entrancing.

The illumination plan provides for four main sources of lighting. These will be arc standards, throwing light against the facades of the palaces; concealed lights within the columns of colonnades and in the arcades of towers; illuminated fountains in the interior courts; and the lighting in exhibit palaces.



PERSPECTIVE OF THE DOME OF THE PALACE OF FINE ARTS

The palace of Fine Arts will be semi-circular in form, and will be 1110 feet in its outside perimeter, and will face upon a great lagoon, in whose placid waters its classical outline will be reflected.

Besides these sources of illumination, searchlights, upon the roofs of buildings, will send their powerful rays through thousands of prisms on the towers and turrets of palaces, throwing the various colors gently over the ensemble.

Then there will be a battery of searchlights upon a pontoon outside the water's edge, that will throw shafts of colored light into the skies and over the whole exposition.

The arc standards will be flanked along the outside facades of the exhibit palaces, at the great archways, and before the front of the colonnades in the interior courts. While each standard will hold from three to ten lamps, these lamps will be screened from view by elaborate silk banners, handsomely decorated. They will serve to send a softened light over the palace facades.

Back of the columns of the colonnades, lights will be concealed. They will show the outlines of the massive columns, free of shadow, and will enable visitors to see the mural paintings in their true colors.

A pure white light will be diffused throughout the courts, giving the foliage and flowers their natural tints at night. In the Court of the Universe, there will be two illuminated fountains, that promise an effect entirely new in artistic illumination.

High columns of white glass rise from the center of each of the fountains, and these will hold lamps of high candle power. A soft white light will be reflected from each of these fountains penetrating every inch of the court.

There will be shadows in the exhibit palaces. Here, too, the lighting will be done with the same scientific accuracy and perfection. From the ceilings of the various palaces, huge chandeliers will drop, and their light will be soft so as not to blur the eyes of the visitors.

One of the most strikingly beautiful of the illumination features, will be the use of the cut-glass reflecting prisms which will give the appearance of vari-colored jewels. Thousands of them will hang from the great Tower of Jewels, dominating the main group of palaces, from the cornices and turrets of the palaces and about the interior courts.

When light is thrown upon them, they will sparkle with wondrous brilliancy, and by alternating the rays upon them by the powerful searchlights, they will be made to look like diamonds, rubies, emeralds and other precious stones.

The prisms are made in Austria, in many places. Nearly every village has its glass workers, and their products are the finest to be found anywhere in the world. They possess an art that far surpasses that of the glass cutters of the United States or of any other country.

These experts select, for their glass, sand of peculiar quality, and exercise the greatest care and skill in preparation. They pour the ingredients of the glass, when properly prepared, into moulds, giving the approximate shape desired. When the cast is taken out of the mould, it is then cut by hand, not by machinery, the principal cutting tool being a rotating sanded hand wheel, which cuts the glass at the proper angle, sharp and distinct. The glass they make is of great hardness, and the work required patience as well as art and skill and experience. It must be of great hardness in order that it may possess the qualities that result in the light-reflecting powers needed for illuminating purposes. After the cutting, the glass prisms are polished with tin, which process makes them of almost perfect smoothness.

The glass, thus made, is called Sumatra stone, and the different colors are obtained by tinting with the shades resembling the jewels they are to imitate. The diamond effect is obtained from pure white Sumatra stone, rubies, emeralds, garnets, amethysts, topazes, and other jewels are counterfeited with marvelous accuracy. In fact, when the jewels are exposed to a brilliant electric light, as they will be at the exposition, they are strikingly accurate imitations of a collection of beautiful gems, and the collection at the Exposition will be a vast one, for each and every one of the great palaces will be covered with them.

But the handiwork of the Austrian glass cutters, has not been all that has contributed to the wonderful effects possible in the jewels. For this occasion, in 1915, science has been brought into strong play. Under the instructions of Guy C. Bayley, in charge of illumination of the grounds, able physicists, experts in the science of light, have made careful mathematical calculation to determine, theoretically, at just what angles the detailed cutting shall be done, and of what shapes the various prisms shall be. The result is that the effect will be brilliant, the maximum efficiency having been determined by both theory and practice.

As these thousands of prisms are pierced by the rays of the searchlights, they will scintillate and glitter with indescribable beauty, while the effect will be mirrored in the lakes within the inner courts.

Indeed, the perfection of the lighting system, under the direction of W. D. A. Ryan, will be in keeping with the beauty and magnificence of the architecture, sculpture and other artistic features. By day and by night, the palaces and courts will be equally beautiful. There will be no shadows to mar the sculpture and decorations after nightfall, but a diffused light will show everything in its proper color and natural beauty.

## AUTUMN REVERIES

*Gently the winds of the autumn  
Sign thru the forest and glade,  
Kissing the brow of the lover,  
Tossing the tress of the maid;  
Swift flows the stream from the mountain,  
Sparkling and swirling in glee,  
Dashing and splashing forever  
As onward it speeds to the sea.*

*Slowly the kine from the meadow,  
'Ere the sunlight grows faint in the west,  
Lowing and browsing they wander,  
Each eve to their haven of rest.  
And the ringle, tingle, jingle  
Of the music of their bells  
Are melodies that mingle  
With the bird songs in the dells.*

*When the night draws nigh and zephyrs sigh,  
And the stars hang high in the azure sky—*

*A million orbs, they gleam and glow,  
Glinting their sheen on the earth below.*

*When the day grows old and the night is young,  
When the meadow lark its song has sung,  
The hoot of the owl and whippoorwill's trill  
Are wafted adown from some distant hill.*

*On the hillsides, in the canyon falling,  
As the birds their mates are calling—  
All about the leaves are turning  
And for brown their green are spurning.*

*In the mild and balmy southland  
All the season's are the same,  
And we know them rarely ever  
Save the difference in name,*

*Or the foliage of the forests  
When their leaves take on the hue  
Of the semi-tropic sunsets,  
Of the grass then bathed in dew.*

# GREATER SAN DIEGO

The World's Most Beautiful City

And Entrepot of the Great Southwest

BY WILLIAM TOMKINS, Secretary San Diego County Chamber of Commerce.



UT A FAINT, faint conception can be had of the greatness, charms and advantages of San Diego in the narrow limits of these pages allotted to the subject worthy of volumes, suffice it however to say that visitors and even residents of the city or of the country lying back of it, find difficulty in describing to friends and relatives in other states just why it is that San Diego holds for them such wonderful charm. The people of other cities may point with pride to great industrial development, to magnificent parks, to beautiful streets and residential sections, and to many other things that evidence prosperity, but in San Diego besides all these there are other reasons.

San Diego, historically, is one of the most interesting places in the world. It would seem that each hill and canyon has its romance, and sometimes in the stillness of closing day one has but to close his eyes to bring back sights of other days, when the land was peopled with dashing cavaliers

and bright-eyed señoritas, and those picturesque strangers who first came to these shores. Again in the early morn, when the sun tops the hills may come to mind visions of sombre-cloaked priests plodding their weary way along El Camino Real, the old King's Highway. And in the hills around one may yet find the counterparts of Allesandro and Ramona.

But San Diego is still more interesting today because of the things that are being done now, and because of the certainty that tomorrow will bring something bigger and better than anything that has been done today. The present seems ample, because the climate is salubrious, the scenic attractions are beautiful, and the people met in the daily rounds are hospitable and well-bred, and to some this may be sufficient. People who study the situation, however, see in the future much more. They see a great city, with teeming marts of commerce and big industries. They see a surrounding country of wonderful development, thickly populated with a prosperous and contented people.

In 1909 the population of the city of San Diego was 30,000, this population has grown to be 90,000 in 1914. No city in the United States exceeded San Diego in the percentage of increase of growth during this period. The bank clearings of the city grew from \$66,708,874.00 in 1910 to \$131,894,087.00 in 1912, and the present year will bring the amount to much greater figures. In 1910



BROADWAY LOOKING WEST

the building permits were \$4,005,200.00. In 1912 they exceeded ten millions, giving San Diego the record, per capita, for any city in the United States. Bank deposits increased from \$11,016,000.00 in 1910 to more than twenty millions in 1913.

Those unfamiliar with San Diego are inclined towards the idea that all this city has to boast of is its climate, but the facts are that there are five great factors in her upbuilding, other than climate, or the great Exposition she has built. And after all these comes climate.

As factor one, we may consider the country back of San Diego that is naturally tributary to her. San Diego County originally included the Imperial Valley. It always was and always will be a part of her back country. And safely it may be said that no other section of agricultural country in the world, excepting perhaps the Valley of the Nile, will compare with Imperial Valley in fertility and productiveness. In this Valley, the soil of which, in places, is known



ACROSS THE PLAZA AND ELECTRIC FOUNTAIN TO U. S. GRANT HOTEL

to be more than one thousand feet in depth, there are upwards of a million acres now being developed to the highest standard. All this and much more is tributary to the port of San Diego.

In San Diego County there are many wonderful valleys, and thousands of acres are in bearing, with orange and lemon trees and vines that produce table, wine and raisin grapes, deciduous fruits and alfalfa or barley. Many more thousands of acres are waiting for the homeseeker. Abundant water supply for irrigation is the keynote of future prosperity in the valleys of San Diego county, and at the present time authorities are planning an expenditure of twenty millions of dollars for the development of water conservation and distribution systems throughout the county.

The commercial possibilities of the port of San Diego present themselves as factor number two, and they are well worth considering. There is now being constructed from San Diego to Yuma a railroad that will give her direct connection with transcontinental routes. This roadbed is being made the very best that engineering skill can make it. The

## SEMI-TROPIC CALIFORNIA

opening of this line will lay at San Diego's door a vast territory, productive in the extreme, and capable of far greater development than it has yet had, because of its lack of adequate transportation facilities. Products from the entire Southwest will come to San Diego for shipment to the Orient, the Atlantic seaboard, and the other ports, north and south, on the Pacific. No man can say at this time what great possibilities lie in this fact, but the harbor of San Diego is here, the ships are coming thru the Panama Canal, the railroads are building thru the country back of San Diego, so there is promise of wonderful things.



BROADWAY LOOKING EAST, U. S. GRANT HOTEL AND AMERICAN NATIONAL BANK BUILDING

Factor number three contemplates the establishment in San Diego of many small factories, and presents San Diego as a future manufacturing center of the Pacific coast. The black oil of the California oil fields gives a cheap fuel. Cheap labor will come with the opening of the canal. Ships of light draft are now coming thru the Panama Canal. By reason of the opening of this new route the ports of the Pacific are destined to be the transfer depots for



SOUTH SIDE OF PLAZA SHOWING BARBARA WORTH HOTEL



A MOUNTAIN LAKE, ONE OF THE MANY SOURCES OF THE ABUNDANT WATER SUPPLY OF SAN DIEGO COUNTY

## SEMI-TROPIC CALIFORNIA



A TYPICAL SAN DIEGO HOME

it is intended to extend this improvement until the sum of ten millions has been expended on bulkheads and docks, and the reclamation of 800 acres of overflow tide lands accomplished.

All of which means, for one thing, that the people of San Diego have abundant faith in their own proposition, and are willing to devote large sums of money towards the consummation of their hopes.

The wonderful climate of San Diego may go as factor five. No other city of the United States possesses an asset of greater value. Gen. A. W. Greely made the following statement: "The American public is familiar on all sides with elaborate and detailed statements of the weather at a thousand and one resorts. If we may believe all we read in such reports, the temperature never reaches the eighties, the sky is flecked with just enough cloud to perfect the landscape, the breezes are always balmy and the nights are ever cool. There is possibly one place in the United States where such conditions obtain—a bit of country about forty miles square, at the extreme southwestern part of the United States, in which San Diego, California, is located."

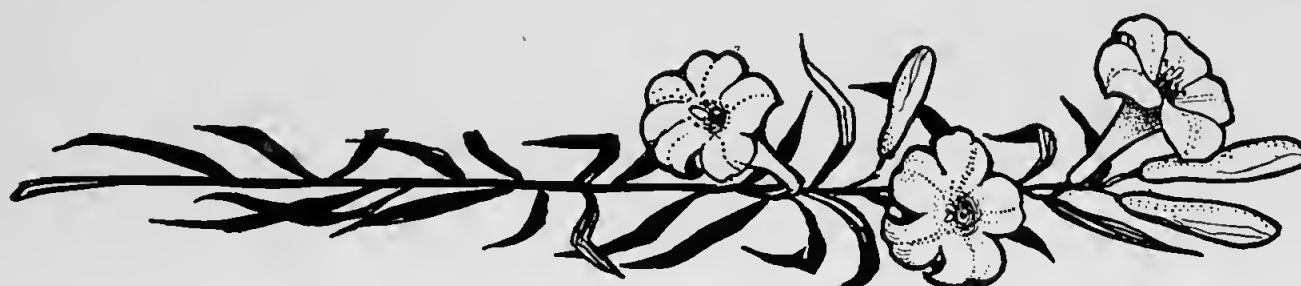
The present phenomenal growth of San Diego, city and county is evidence of the wide-spread recognition of San Diego's splendid possibilities. Its appeal is to the man of energy and enterprise on the one side, and to the man who desires just a home among ideal surroundings, on the other.

The city of San Diego is located on a series of gently rolling hills, sloping down to the sea. Its setting is superb, and its sanitation perfect. Its people are energetic, generous, loyal and true. Combined with the lavish endowments of Nature is this sterling citizenship, which insures the highest development of the "New Metropolis of the Pacific."

coast imports and exports, and the canal will be the equalizer of transcontinental freight rates. The port of San Diego is but 100 miles from the arc of the great circle of commerce, the short-line canal-Orient route, and it is the first port of call on United States soil north of the canal on the west coast. It will be the western terminus of the southern low altitude railroads, and of the shortest transcontinental line.

The harbor of San Diego may be counted as factor number four. This harbor is superior to all others on the Pacific coast, all conditions considered. It is in a region of perpetual summer, free from storms. It has an area of 22 square miles, and is completely landlocked. The depth of water over the entrance bar is now 35 feet at low tide, and the channel at the entrance and inside the bay with sufficient depth for any vessel that floats, is two thousand feet in width. There are no reefs or violent currents to endanger shipping.

Thru an act of the state legislature, the city of San Diego has been given absolute control of the harbor frontage, and the tide lands adjacent thereto. The city agreed to expend on harbor improvements immediately, at least one million dollars, and these improvements are now well along towards completion, the city having bonded itself to secure the sum. The improvements consist of a pier 130 feet in width and 800 feet in length, 2675 lineal feet of bulkhead, and also the reclamation of 60 acres of land. Both the pier and bulkhead are constructed entirely of concrete and steel, in the most substantial and enduring manner possible. A depth of water of 35 feet at low tide will be had alongside the pier. Eventually



# SAN DIEGO EXPOSITION



Panama--California

. . . By Mark S. Watson, Director of Exploitation and Publicity . . .

Illustrations made in San Diego, by the Pacific Photo Engraving Co.

Illustrations in this Article Copyright, 1914, by Panama-California Exposition



IGH up there on one of the sightliest mesas of Southern California, overlooking the southern sea and the fertile valleys which stretch back into the picturesque foothills of the sierras and the low table lands of Mexico, has been built in a wonderfully short cycle of time the magic Spanish city of San Diego's Exposition Beautiful. There are many parks which have been treated with all the care and artistry of the best gardeners of the Southwest. But not one surpasses in beauty the display which the San Diego Exposition presents to the world on New Year's Day of 1915, to remain open throughout the year. And in its most important features, for the long years to come.

There are many features of the Exposition Beautiful which are impressive. Certainly not the least is the permanent nature of the work, and not least, either, is the imagination which directed the laying out of the grounds, and the building of the Spanish city.

Three years before the opening of the Exposition San Diego had what it called "Balboa Park," a park only by courtesy of title. Those who knew it in the old days, recall that its slopes were seared and brown, the adobe soil hard baked by centuries of sun. The only vegetation that it boasted was a scattering growth of sagebrush and chaparral and cactus. There were no buildings in those days in the whole stretch of 1400 acres. That was three years before the opening. Today the whole mesa at the center of the park, and the deep canyons surrounding the mesa, are changed. It is just the same effect as though some Aladdin had rubbed his lamp, or a Merlin had waved a magic wand. The performance is truly magical. But Aladdin died many

centuries ago, and Merlin is forgotten, and the style in magic wands has changed. In this twentieth century day there



Plaza de Panama, From the Canyon Cabrillo

## SEMI-TROPIC CALIFORNIA

is no lamp that will perform the tricks which that of Aladdin performed. The twentieth century style is a pick and shovel and a trowel, and the wonders of these magic instruments are just as great. One walks or rides up an easy slope from the wharves of a thriving twentieth century tidewater city. He comes up a long stretch of parking and to a slope from the wharves of a thriving twentieth century tidewater city. He comes up a long stretch of parking and to a great clump of palms. He passes beneath the waving fronds of these monarchs of Southern California, and faces a long, smooth bridge, whose seven arched piers rise 135 feet from the pool in the depth of the canyon below. At the far end of the bridge is a stone gateway, chipped as though it had stood there for centuries. Beyond the gateway is the plaza, with a cathedral on one side, and an old California mission on the other. Beyond is another stone gateway, and out from that stretches the long Prado, lined with lawn and acacia, with bright-colored flowers, and arcades over which clambers a riotous growth of crimson and purple and gold flowers of the semi-tropics. Rising about the arcades is a succession of buildings; some of mission type; some cathedral; some of the same type which marks the municipal buildings of Spanish America. The Prado widens into another great open space, called the Plaza de Panama, and from



Looking East in El Prado

that branch out other calcadas and paseos and quiet little paths, which lead into the broad gardens, into the shaded patios, and wind along the edge of the canyons, looking off toward the sea.

Every building on the mesa is of Spanish-American type. Every building has a definite meaning to the artist and the architect. Every building, with its artistic details, the domes and balconies, campaniles and belfrys, in which swing the mission bells, has a definite appeal to anyone who has an imagination. One interesting old structure there is on the lower plateau by La Via de Los Estados, which has been erected by the state of New Mexico. It is a replica of the ancient mission on the rock of Acoma, built at the close of the seventeenth century by the early Spanish friars, who worked their way along the Santa Fe trail.

Looming up from the thick shrubbery at the crest of the canyon, it stands in the natural surroundings of cactus. No rounded arches are there. No other details of the later mission architecture, for this is, by reason of the conditions



In a Quiet Patio



Puente Cabrillo, West Approach

many beautiful details, it is copied from the historic cathedral at Oaxaca, in Mexico.

These, then, are the Spanish buildings, and beautiful as is their every line, their rarest beauty is in the floral ornament which surrounds them, and almost covers them. Up the arcades climb rose and jasmine and clematis. Over the arcades sweeps in triumphant splendor the blazing bougainvillea, high up to the belfrys, where a thousand pigeons make their nests, fluttering down from time to time into the broad Plaza in search of food from the Spanish attendant, or from the visitors themselves.

No other section in the country could produce a display like this. No other section of the country is free alike from the cold of mid-winter, and the severe heat of mid-summer, and the protracted rainy season which is apparent in most tropical sections. Hence, due entirely to the incomparable climate of Southern California, San Diego has been able to open the Exposition on New Year's Eve, and keep it open throughout the year of 1915. Hence, it has been able to present the most lavish floral display on record, and quite the most extraordinary exhibit of orange orchards, and olive, and vineyards—all growing on the grounds—that has ever been attempted in the history of world's fairs. Only by reason of climate has San Diego been able to present some of its finest displays out of doors, instead of housing them in great palaces. Only by reason of climate are many of the most enterprising features of the whole Exposition possible. Man has done much at San Diego, but his best labors have been wrought only by the mighty assistance of a loving and ever-kind Nature.

Climate, in fact, is directly responsible for the agricultural exhibit, which is one of the most striking features on the grounds. There is a definite reason for emphasizing this agricultural display. Mention was made that only a few years ago the

under which the early Spanish priests had to work, more Indian than Spanish. Just across the canyon lie the Fine Arts building and the Indian Arts building, both modeled after the best type of the California missions, which brings out clearly the century after the missions of the Santa Fe trail. In that century there had come the rounded Spanish arches, a development of the Roman arch, and the century of patios and the close attention to floral beautification.

The California State building is of the highest type of cathedral design, with the ornamental frontispiece wrought by the Piccirillis, and carrying as much interest historically as artistically. This great structure, the most expensive on the grounds, is surmounted by a lofty dome with a high campanile at the corner. In



California State Building and West Group, From the Canyon Cabrillo



Ornate Entrance to Foreign and Domestic Arts Building

## SEMI-TROPIC CALIFORNIA

site of the Exposition was a waste of cactus and chaparral, and that the labors of man have converted that desert into a rare garden. There are many and larger stretches of desert throughout the Southwest, and these by the labor of man can be converted into gardens just as beautiful as this.

To be more explicit, H. O. Davis, Director-General of the Exposition, set out some time ago to find out exactly what the Southwest had to offer; this in line with the purpose outlined early in the history of the Exposition—the building up, not of San Diego, but of the entire West, and building it up by the most scientific means possible. It remained to find out what the Southwest contained. Mr. Davis set his statisticians to work, furnishing them with the freight tariffs by rail and water.

The statisticians took a carload of steel from Pittsburg, carried it to Eastern tidewater, transferred it to bottoms, brought it through the canal and up the Pacific coast to San Diego. There it was transferred to freight cars and carried east by rail. A similar carload of steel (theoretical, of course,) was shipped directly west by the all-rail rate, and freight costs checked by zones as it traveled. Similarly, carloads of carpets were carried by rail and water from Worcester to San Diego, and into the back country, and another carload all the way by rail. Similar treatment was accorded clothing from Rochester, and furniture from Grand Rapids, and other commodities from other points of



In the Painted Desert of the Santa Fe on the Grounds of the Exposition by the Taos Pueblo

origin. The freight costs were recorded vigilantly, and thus there came about a final definite north-and-south line, verging at the north toward the west, and then cutting definitely through to the coast which marked the boundary of what could be considered as the Southwest territory—so considered because goods from the East could be brought into that territory more cheaply via canal to San Diego than in any other way, and because products of that territory could be carried to the Eastern consumer and the Eastern manufacturer more cheaply via the canal and San Diego than in any other way.

Then the statisticians devoted their time to finding out exactly what the Southwest contained in the way of agriculture. It was recognized that the upbuilding of the cities could come only after the agricultural area was fully developed; in other words, that the city could not exist without the back country to support it and feed it. The reports of the Department of Agriculture and state data, and, where these figures were not obtainable, the data of private statisticians, were assembled, and the heavy work began. It was found that the Southwest, so defined, included the western half of New Mexico, the southwest corner of Colorado, the southern sections of Utah, Nevada and California, and all of Arizona. It was found that in this great zone, eight million acres are now under cultivation. It was found that there is a vast uncultivated area which is potentially just as good. The "bad lands" are not taken into considera-



Across a Lagunita in the Botanical Gardens

agricultural area of the Southwest into tracts varying from forty acres to three hundred twenty acres, depending upon which area could be developed to best advantage, owing to natural conditions. It was thus found there were seven hundred thousand potential farms, which could ultimately be peopled by seven, each of which should ultimately be fully equipped with buildings, with fences, with household implements, with farm tools and machinery. There was found an average of this farm equipment, and the total investment based on this average was found to be slightly in excess of four million dollars. Think of this sum as a permanent investment. Think of the other amount as a permanent annual output. Mighty as the figures are, they give some idea of how worthy of development that Southwest country is.

This, then, is the purpose of the Exposition—to help to bring these figures to a reality; to have these figures written, not with a pen, but with the railroad reports, and with the crop reports, and with the banking reports of the years to come. These are figures which interest not only the farmer of the present, but the farmer of the future, and the merchant as well, and the railroad man and the banker. This, then, was the mark at which the Exposition shot. How accurate is its aim remains to be seen. Just as the great event of 1915 was unique in purpose and in scope, so the methods it decided to use were unique, and apparently effective.

The Southwest farms can never be developed by capital alone. If that were the case, capital would have come into the Southwest long before this. The seven hundred thousand farms can be developed only by labor, and by intelligent labor. The immensity of the purpose makes it certain that the labor for these farms can never be supplied by the agriculturists of the present day. It is necessary to develop new

tion, but only the lands which can be cultivated without irrigation, or with irrigation by present methods. This undeveloped or potential farm land totals forty-four million acres.

The agricultural output of the Southwest today is one hundred fifty million dollars a year. The mineral output is in the neighborhood of one hundred thirty-five million dollars, but the Exposition took into consideration only the agricultural revenue. This one hundred fifty millions comes, naturally, from the eight million acres. The forty-four million acres make up an area five and a half times as great, and while today they are producing nothing whatever, there appears no good reason why they should not produce proportionately. The statisticians drew no conclusions, but it is a simple matter of arithmetic to see that there is a potential revenue of more than eight hundred million dollars per year. This is a startling sum.

But the statisticians did not stop there. They divided the whole



From a Spanish Balcony Looking Toward the Sea



THE INDU

PANAMA-CALIFORNIA EXPOSITION

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men to develop the soil itself. In other words, the "back to the land" movement must material for the reasons stated.

Years ago some magazine writer, whose name is forgotten today, recognized that the population of the country was shifting rapidly from the rural to the urban. He identified the labor troubles in the cities with this circumstance. He forecast, with a big degree of accuracy, that if the steady shifting of population away from the land continued, the result on the American stock would not be beneficial. He conjured a number of specters which would cause trouble in the years to come. His observations were followed by similar statements from other magazine writers and contributors to newspapers. Eventually the idea struck the Chautauqua writers, and then even the campaign orator realized that there was a big idea at hand, and he took up the song. The idea struck the government, and there came the land shows under the supervision of the Department of Agriculture. The attempt to start the "back to the land" movement was under way.



In the Botanical Gardens Laguna De Las Flores

It was explained that there were sections and quarter-sections of the best land throughout the West which should be developed, and which could be developed; but in great measure these sections and quarter-sections remain just as vacant as they were before. The reason is not hard to find. If the extra land was taken up by the settlers at all, it was because old farm lands were abandoned in favor of the new, consequently the number of farm settlers did not increase rapidly. The city man did not leave the city to go back to the country.

Well, why should he have done so? He went to the land show, and there he saw the largest pumpkin ever grown, the sweetest fruit, and the thickest corn. He saw that it was a good thing to go back to the land, but he knew it before he went to the land show at all. The land show told him nothing at all about how he personally was to go back to the land, or what he would do when he got there. He went to the world's fairs of the past, and there he saw farming machinery standing in the great halls of machinery, and again he learned practically nothing. Again the whole thing was a mystery to him.

And now comes the San Diego Exposition. It shows agricultural machinery, but not housed in the great halls, idle. The machinery is in operation in an open tract grown to various crops, moving up and down the fields just as it is supposed to operate on a large scale. A man who would not have stood five minutes in a hall looking at machinery which he did not understand will stand for hours looking at the same machinery in operation, realizing that he is looking at the most effective plow that has been designed, or at a heavy power tractor or reaper that does the work of a hundred men. He will look because he can "watch the wheels go round" and understand. Incidentally, he will see that this machinery has removed nine-tenths of the drudgery which the old-style farmer had to bear. He will see that the



In the Botanical Building

troubles of the old-time farmer, who had to labor from before sunrise until after sunset, and even then seemed to get ahead comparatively little, are largely removed by modern inventions. He will see that farming conditions are changed. And the possibilities of the "back to the land" movement begin to strike home.

"But," he will say, "this machinery can be used only on tracts of large area, and I am not equipped physically or financially to operate any such tracts. I am not a trained farmer."

There is a definite answer for that man. He can walk two hundred yards down the Alameda, and find the intensive farm tract of five acres, in which are growing peach, apricot, fig, olive and walnut trees, and beneath these



On the Puente Cabrillo

trees is growing a crop of vegetables, some northern, some semi-tropical, and all growing much more thickly than it is possible to grow them under old-style methods. On the intensive farm irrigation is used, and every foot of soil is made to work. It is a revelation to the Easterner.

The man of limited equipment will discover that the five-acre tract grows as much as twenty acres under old-style methods, and can be operated more easily and more economically. He will see that in cases like this, where land is valuable, the vineyard is also of an intensive character, the vines growing up on stakes, so that the soil can be made to produce three or four times as many vines as under old methods. He will see that even the poultry-yard space is utilized, and that in the center of the yard is growing a fruit tree, surrounded by wire, so that the fruit is not injured by the fowls.

And, while the man is seeing this, his wife will be noting other things. She will be observing that there is a trellis of roses about the front part of the model farm, and a hedge of honeysuckle about the rear, and that even the front of the poultry yard is concealed by clematis. She will see the beds of rose and geranium about the homelike bungalow in the center of the tract. Within the bungalow she will see something of considerable more interest. She will see that just as machinery has removed the drudgery from the life of her husband, so machinery has removed the drudgery from the life of the farm wife; that in leaving the city, under present-day conditions, she is not forfeiting the advantages of her apartment, where most of her work is done by modern devices. The importance of this can hardly be overestimated.

There has been considerable talk about how to keep the boy on the farm, but lately there has been just as much about how to get the girl to go to the farm, and stay there.

The model farm at San Diego Exposition answers this, and both the husband and wife will find something else to think about. They will realize that if they can make a good living on a five-acre tract, other people of the same tastes and equipment can also make a good living on a similar tract just to the north, just to the south, or across the highway. They will recognize that this means community life, and that community life means good roads, schools and churches, and other necessities of social welfare. They will discover that the isolation of the old farm is getting as out of date as its drudgery. Conditions change rapidly in the twentieth century.

This is the biggest teaching of the agricultural display, because it is probably the most effective, and if the visitor does not have the slightest idea of going back to the land, he still finds much to entertain him in this interesting feature. If he is interested only casually in the large-scale farm or the small-scale farm, he is considerably interested in the citrus orchard. There are very few impressions that are so lasting as the impression of the first sight of an orange tree, the beauty of the fruit ripening on the boughs within reach of the hand, and the exquisite fragrance of the blooms during the blossoming season, a fragrance which



Westward From a Tower  
by El Prado



Across La Bosque de las Palmas

sweeps far away over the orchard and down the Alameda, permeating the air with perfume as of Arabia.

Adjoining the citrus orchard is the tea exhibit—not an array of bright-colored boxes and woven grass, but the tea itself—tea plants brought from Sir Thomas Lipton's estates in Ceylon, in charge of Singalese nurserymen, and set out in American soil, the first commercial tea plant to take root in that soil. Native nurserymen care for the plants, strip the leaves, and select them to turn over to the Singalese girls in the Lipton building in the center of the plantation, for the making of the brew which is offered to the visitors. This is Oriental—as genuine as the Spanish atmosphere elsewhere on the grounds. It is a "natural" exhibit of the same features which mark the other natural exhibits.

This is the suggestion of the dominant feature of the whole Exposition—the effort to show something of genuine interest to the visitor; to show "processes, not products alone." This is true not only in the main exhibits of the Exposition itself, but in those of the various industries represented in the outdoor and indoor exhibits alike. The tea plantation is one example. The display of the International Harvester Company is another. Back of an imposing building is laid out an orchard where the various machines for orchard cultivation are being demonstrated. Back of the orchard is an open field, where the heavy field implements of this company's manufacture are being shown in operation. Almost across the way is the Standard Oil Company exhibit, where, again, there are shown not simply products of this industry, but the methods by which the myriad lubricants are refined. Even the scientific exhibit, which in many respects is the most notable display of early American history on record, has been so arranged that the layman can grasp the lesson which it strives to depict. Similar is the Painted Desert of the Santa Fe—a great Indian village which fills the space between the north end of the Alameda and the Isthmus, the latter being the amusement street, which at previous expositions has been known as the "Pike," the "Midway," and "Paystreak."

The Painted Desert is bisected by a mesa, on the east side of which is a display of the Pueblo tribes, the Taos, the Zunis, and the many tribes along the Rio Grande. The Indians were brought to San Diego to build their own adobe dwellings, big structures rising from the red sandstone of the desert, housing some three hundred red men in dwellings like those in which their ancestors had dwelt for centuries. The Indians are not there simply selling their wares, but are scattered about in front of the pueblos and on the roofs, weaving their rugs and blankets, shaping their pottery, and pounding out their silver and copper ornaments by just the same methods that have been used for centuries. They will be found in their "kivas," their ceremonial places, performing the rituals of their ancestors. They will be found at the trading posts, and gathered about the governor's house; in the corral, and building new cedar post stockades and new adobe dwellings. In the care-free manner of the American Indian, they have left lying about at the foot of a ladder a broken carreta. The sandstone formation might have been there since the ancient period. This is one curious feature of this Indian village. The work of the builders has been so carefully executed that it is difficult to tell which are the genuine relics and which are those created by the genius of the white man, and the Indian.

On the west side of the mesa is another Indian village, of just as much interest, for here dwell the nomadic tribes—the cliff-dwellers, perched high in the crevices of the mesa, which are approached by ladders or narrow natural slits in the rock itself. The Navajos have built their hogans of the winter and summer type, including the sacred hogans where they celebrate their ancient ceremonials. The Apaches and the Supais are there. A shallow arroyo winds through the arid sections, with a scanty display of vegetable life where the Indians have developed their own irrigation project, and it is well here to note that the first Americans developed irrigation to a considerable degree centuries before the white man ever saw the great American West. Much of the sandstone and cactus and the cedar and pinon wood were brought here from New Mexico and sections of Arizona—the real Painted Desert after which this masterpiece in exposition work was created.

Here again, you see, is the idea of processes—this show of real life, of real action. Wherever possible it has been carried out in every concession along the Isthmus. The motion-picture company, for example, has built, not a theater, but a studio where the films are made. The performances themselves will be staged in the Exposition grounds, and the visitors, many of them, will have their first opportunity of seeing a "movie" in the making. Naturally the Hawaiian village and the Chinese village and Japanese village show real native life. Naturally, too, as the San Diego Exposition is a celebration of the opening of the Panama canal, which will mean so much to the Southwest, there is a striking concession called "The Panama Canal Extravaganza," where in accurate style, on a small scale, is shown the manner in which the ships pass through the greatest waterway in history. There is shown the life in old Panama, and the work that American genius has done to better that life. There are so many other interesting concessions on the Isthmus that within the limited space there could be but a mere catalogue of them.

In previous fairs it can safely be said that the principal entertainment was furnished by the concessions. San Diego's concessions are just as entertaining as any of previous years—most of them, in fact, are more entertaining, and have the added feature of being instructive; but it is not true that all of the entertainment is confined to them. The most matter-of-fact product which was exhibited elsewhere takes on an entertaining side when it is shown in process of manufacture. The most scientific display takes on a most entertaining character when it is portrayed in comprehensive form. There is nothing that the average intelligent human enjoys as much as seeing something of real instructive value, if he can understand it—in other words, if it really is instructive.

San Diego has an ethnology exhibit, showing the progress and ascent of man from the earliest stages of brute form. On the surface, that would not impress one as being subject to graphic display, but the Smithsonian Institute, by following the suggestion of the Exposition, has accomplished the impossible. By ranging side by side models of the various epochs, even the most casual tourist can see just how a slight change in skull formation has brought about a



From a Cool Cloister

## SEMI-TROPIC CALIFORNIA

definite change in the physical and mental conditions. The casual tourist will get an education without knowing it. He will go to school and enjoy his schooling.

Too much cannot be said for the scientific exhibit which has been assembled at San Diego, and which, incidentally, will remain for posterity, assembled in the permanent buildings of the Exposition. In the early stages of the planning, San Diego sent to Central and South America an expedition headed by scientists of approved achievement. The story of their explorations in the jungles through which a white man had probably never passed before, is vastly more interesting than fiction. To get there they had to go far into the inland, far away from railroads and trodden paths of man, and deep into the jungles. They came across Quiriqua, the ancient city of Mayas, unchanged from the day, many centuries ago, when the red people were driven out by their conquerors. There were found there some extraordinary monuments in the ruins of what had once been an outdoor temple. In a general way the members of the expedition had known what would be found, and with them they had carried the most approved tools for casting; instead of the old-time plaster cast they made a glue mold, and from the glue mold they made their plaster casts, thus retaining the finest hairlines of the hieroglyphs and bringing to civilization the first opportunity for a real detailed study of the ancient language. Part of that language has already been deciphered, but there is a vast amount which undoubtedly will puzzle scientists for years to come. In those hieroglyphs is hidden the history of one of the oldest races of the world.

In a picture which was chiseled in a rock was found the best evidence of what those people looked like, and again there is a splendid opportunity for the ethnologist to do his work. One of the great monuments stood some thirty feet above the ground, and reached a considerable distance below the surface. A complete cast of that monument occupies the principal position in the great California building, the cathedral structure of the Exposition Beautiful. Ranging alongside are other famous pieces of ancient sculpture. This exhibit of ancient art is accompanied by work in modern art, based on ancient ideas and events, and later events in the times between the passing of the red man and the arrival of the white. There is reproduced, for example, for the first time, the frieze from the Pan-American Union building in Washington, wrought by Sallie James Farnham. The incidents it commemorates include the discovery by Columbus, the arrival of Balboa at the Pacific, the triumphant conquests by Cortez and Pizarro, and signal events in the arrival at independence of the South American republics. Among other pictures, is shown the landing of King John of Portugal on the occasion of his eviction by the first Napoleon. It is not generally known, incidentally, that the actual capital of Portugal was transferred to South America for a limited period. The barge which carried the King on that occasion is well preserved, and a few years ago was again brought into service to carry, for a short distance, Elihu Root on the occasion of his famous tour of the sister republics of Latin America.

Even the facade of the California building is of historical as well as artistic interest. High at the top appears a bust of Fray Junipero Serra, the Presidente General of the early California missions, and the real first citizen of the western coast. Below him, at one side, is Cabrillo, the discoverer of 1542, and above him a bust of Carlos V, his patron. On the other side is Viscaino, and above him his patron, Philip III. Below Cabrillo is Portola, the first governor of Lower California; below him a full-length statue of De L'Ascencion, the historian of the Viscaino party, and on the other side a bust of Vancouver, the first English explorer, and, below, a statue of Gray Jaume, the first white martyr of the Pacific, who was butchered by the Indians at the old mission of San Diego de Alcala. The story of this frontispiece marks periods in the history of San Diego, the cradle of the American west.

Across the way from this ornate frontispiece is the Fine Arts building. The structure itself is an austere California mission, with heavy piers supporting the rounded Spanish arches, and great beams projecting above the arches, supporting the tile roof. With the exception of the little cypress trees which stand before each pier, and the great lamps which illuminate the inner court, it is a building almost entirely devoid of ornament. The striking part of it is that this somber building can face the ornate cathedral and still harmonize. This is in itself a rare tribute to the adaptability of Spanish architecture. The doorways themselves are rich in carving, and on each hangs a great brass knocker.

Within the main entrance is a square corridor with stairways leading up to the balconies overlooking the main hall, and down into a lower room below the level of the Prado, lighted by narrow slits from which one looks into the jungles of the canyon. In the crypt is a replica of the old chapel of the early days, with a worn tile floor and uneven window edges, and rough-hewn ceiling beams which suggest to the visitor of the present day the difficulties under which the early settlers had to work. In the corners of the little chapel, with its rough-hewn posts, the spiders have spun their webs. Again there is an impression of antiquity amid the silence of the centuries which have gone.

The main gallery of the Fine Arts building is filled with paintings of unusual interest, in that many of them show what modern art has done with ancient subject material. Many of them were done by Donald Beauregarde, a promising Western artist, who was overcome by his fatal illness while he was at work on what promised to be a particularly fine mural display for the Exposition. The benches where those of artistic longings may sit while they examine the art display are old mission benches, covered with Indian blankets. Into the deep halls of art, ancient and modern, this Spanish-Indian atmosphere wreathes its way.

Mention was made a little time ago of the genuine service which the Exposition had performed in bringing to civilization the relics of the ancient glories of the old Indian races. The man of only average culture knows a good bit about the history of his own people, and the history of the great races of Europe, and Asia, and Northern Africa. He is familiar with the best types of art and architecture that sprang up in Rome, and Athens, and Thebes, and the cities

of the Orient. He knows comparatively little about the mighty deeds of the first Americans. He may know in a general way that the Aztecs were mighty warriors and that the Incas were engineers of startling accomplishments; but he is less likely to know that the Mayas were to the western world about what the Greeks were to the eastern, and that their fine arts had reached a stage comparable to that of the contemporaries of the Old World.

And the average literateur who knows full well the story of Ulysses and Aeneas, who remembers the story of Hero and Leander, who knows of the exploits of Sohrab and Rustum, and in the thunderstorm can hear the peal of



A GROUP OF ORNATE STRUCTURES

Wotan's voice and see the flash of Thor's anvil—in short, who has a fair smattering of information about the mythology of the peoples of the eastern continent—knows almost nothing of such names as Huitzilopochtli and Quetzalcoatl. He does not know that the folk-lore of Aztec and Toltec are quite as rich as that of Greek or Roman. He does not know that the sacred rituals of the ancient red man were quite as engrossing as were the feasts of the heathen gods of other worlds. To him the gods and demi-gods of Central and South America live in a haze quite as thick as that of the totem deities of Alaska and Patagonia.

Chiefly because the San Diego Exposition is a celebration of the opening of the Panama canal, and because the

operation of the canal should mean a great deal to the development of Central and South America, as well as the American west, the Exposition decided to bring about a renaissance of knowledge of the ancient Indian gods, just as it succeeded in bringing about a renaissance of the beautiful Spanish Colonial architecture. Several students who were particularly well adapted to the work were sent to some of the leading libraries of the country, and there they spent months in acquiring information from original sources, and other sources which, while not original, were deemed reliable, concerning the beliefs of the old red peoples. That information was condensed into notes covering several thousand pages. Over these notes the pageant-master studied for several months more. When his work was completed he had drawn up a series of scenarios which showed in dramatic episode the tribal ceremonies which were presented in Mexico and Peru centuries and centuries before the white man ever came. He did not stop with obtaining these data alone. His study brought about accurate information about the costumes, about the dance steps, and in some cases about the incidental music. Then the pageant-master went further; he obtained a competent cast of actors for playing the principal parts, a capable chorus for the minor parts. A month before the Exposition opened it was announced that there would be weekly presentations of these ceremonies, with added special performances during the year, all presented in the great Plaza de Panama, with surroundings as natural as could be designed.

The Painted Desert display is of equal importance, for that shows, in a form which for its graphic character was never equaled, the real life of the Indian today in the Southwest, a continuance of the life of the Southwestern tribes covering the centuries past. There was a great deal of original research in the Southwest to obtain further information about the ancient history of these peoples. Perhaps a fair estimate of the difficulties under which the scientists labored can be drawn from the fact that the Indians themselves had not the slightest idea of the time which had elapsed.

One big exhibit of reconstructed cliff dwellings there is. The ground at the base of the real cliff is covered with a pile of debris, which once was the front of the cliff dwelling and the long winding approach.

"How far back did your researches go?" one of the scientists was asked.

"Well," he said, "find out for me how long it took for that great rock to decompose and fall in ruins where it now is. Tell me that, and I will be able to give you some idea as to how far back our researches have gone. And that period is only a start in our research. This is a subject for the geologist as well as the ethnologist."

A reproduction of some of those old dwellings has been placed in the Indian Art building. The actual placing of the oils on the canvas was, of course, the work of artists, but in all his work he was guided, not only by his own explorations of the Southwest, but by the scientists whose whole lives have been devoted to the quest for information about the ancient Indians.

And all of this is permanent. Many of the buildings at San Diego's Exposition are of steel and concrete, which will last for all time. Even those which were built of staff and plaster will last, in this beneficent climate of the semi-tropics, where there is neither frost nor excessive rain, for thirty years, as a minimum, probably much longer. The scientific exhibits which they house have not been loaned to the Exposition, but have been given, and will remain for a permanent museum in the buildings by the west approach, at the close of the Exposition.

Here, then, San Diego has performed genuine service in many fields. Science has benefited notably, and arts have benefited notably. How great will be the benefit to industry, time alone will tell, but there is every reason to believe that in the agricultural display which San Diego has presented to the world will be found the impetus which will drive back to the land hundreds and thousands of those who are now toiling in the cities.

It means the real opening of the great American west, which today is an empire in the making, and tomorrow must be an empire in reality. And as the fertile soil is taken up by farmers, and as the desert is converted, tract by tract, into farms and gardens, then, automatically, will spring up the spires and domes of the cities. Then will come the real development of the American west, and with that development will come an era of better times for the United States, and for the world at large.

The song of the San Diego Exposition is a majestic hymn, as inspiring as is the mighty land where it is held—a land of snow-capped peaks and fertile valleys, and the vast rolling sea. It is an Exposition Beautiful, and it is an Exposition of Opportunity. It is, in crystal form, the loveliness and grandeur of the West.





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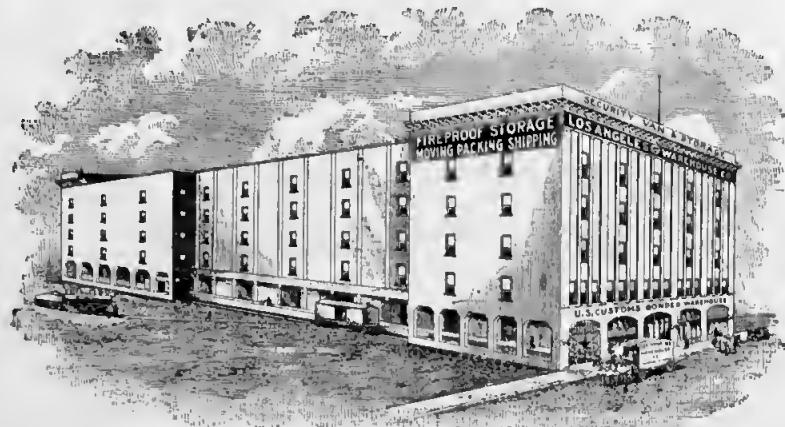
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